

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 12/31/2012

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Spring O'Brien & Co., Inc.

5872

(c) Business Address(es) of Registrant

30 West 26th Street, 4th Floor
New York, NY 10010

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☐

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

Name	Residence Address	Citizenship	Position	Date Assumed
Korin Lamourt	401 E 68 St, #4b, NY NY 10065	US	Account Executive	05/07/2012
Leslie Knobloch	210 Martine Ave, #2L, White Plains, NY 10601	US	Assistant Account Executive	09/24/2012

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Irem Erdogan	Account Coordinator	08/13/2012

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

St Vincent & The Grenadines
Turismo Chile

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐
Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

St Vincents & The Grenadines - see attached for services provided

Turismo Chile - see attached for services provided

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
07/01-12/31/2012	St Vincents	for services rendered/expenses incurred	676,759.52
07/01-12/31/2012	Turismo Chile	for services rendered/expenses incurred	707,183.30

1,383,942.82

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
07/01-12/31/12	American Express, AT&T, Burrelle's, Centurylink, Columbus Management, Earthlink, Irem Erdogan, Federal Express, Group Americar, Jennifer Reissfeld, Stellar Partnership, Burton&Mayer, ImageKing, The Copy Room, Dive Training, Martha Stewart, Source Media, World Publications, Worth International, Canadian Traveler, Sherman's Travel	Public Relations & Advertising for St Vincents	156,527.56
07/01-12/31/12	American Express, Centurylink, Earthlink, Federal Express, Kevin Raub, Megan Vibert, Rampart, Mens Journal, Amex Publishing, Outside, World Publications, Columbus Management, Fiona Farley, Korin Lamourt, Goway, Latour, Auers Moving, Burton&Mayer	Public Relations & Advertising for Turismo Chile	357,899.99

514,427.55

Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

St Vincents & The Grenadines

Turismo Chile

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches
☒ Other (specify) Events

Electronic Communications

- ☒ Email
☐ Website URL(s): _____
☐ Social media websites URL(s): _____
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

January 28, 2013

/s/ Nasik Hasan

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

ST. VINCENT AND THE GRENADINES
2012 CANADA MEDIA CAMPAIGN PROPOSAL

CATEGORIES	PUBLICATIONS	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	FREQUENCY	Q1 & Q2 COST	Q3 & Q4 COST	TOTAL COST	TOTAL VALUE	NEGOTIATED SAVINGS
CONSUMER ADVERTISING	TRAVEL Unique Visitors Per Month: 30,000 Circulation: 168,025																		
	Sweepstakes Program: Landing page, full page contest ad, banner ad promotion - Landing Page - Full Page Contest Ad in Montreal, Quebec (all Winter) Cost: CAD 14,116.50 2,000,000 Impressions CAD 3,823.50 125,000 Impressions CAD 4,412.50 75,000 Impressions CAD 2,647.50 300,000 Impressions CAD 0.00																		
	Advertorial Box & 300x250 banners to Advertiser (1 mo.) Cost: CAD 35.30 CPM Run-of-Site banner (300x250 or 728x90) Cost: CAD 35.30 CPM TorontoLife.com Run-of-Site banner (300x250 or 728x90) Cost: CAD 35.30 CPM Value Added Units: - Forum section banner (300x250 or 728x90) Cost: CAD 0.00																		
	RAILWAYS Canadian Railway Circulation: 28,520 1/2 page spread ads Cost per ad: CAD 2,990.00																		
GENERAL ADVERTISING	DRIVING Circulation: 30,000 Unique Visitors Per Month: 20,000 Full page ads Cost per ad: CAD 2,353.00 Banner ads, 6 mo. Cost per Month: CAD 235.00 Value Added Units: - Full length feature of approximately 5 pages Cost: CAD 0.00																		
	GENERAL ADVERTISING Circulation: 60,000 Visitors Per Month: 19,000 1/2 Page Ad + 1/2 Page Advertorial Cost: CAD 2,294.12 Value Added Units: - Online banner ad on HorizonTravel.com - Second commercial for 7 days on TV at TTC & Union Station, Sept 27-Oct 3 Cost: CAD 0.00																		
	OLD MESSAGE Circulation: 20,000 Visitors Per Month: 2,104 Full Page Ad Cost: CAD 764.71 Value Added Units: - Full length feature of approximately 5 pages Cost: CAD 0.00																		
	OLD MESSAGE Circulation: 2,841,000 Unique Visitors Per Month: 11,000,000 Two month campaign (10/16-12/16): Travel section banner real estate geo-targeted to Ontario Cost: CAD 29,411 CPM 300,000 Impressions Cost: CAD 8,823.53 Travel Activities & Interest 100% SUV Sponsorship Cost: CAD 10,941.18 Global Life Custom Content "Authentic Experiences in SUV" Include banner traffic drivers Cost: CAD 35,294.12 Two 1/4 page footer ad in Metro/Ontario edition of Travel (Saturday) Section Cost per ad: CAD 13,900.00 One 1/2 page footer ad & 1/2 page custom content Cost: CAD 29,411.00 Value Added Units: - Cable Life run-of-section line banner (120x140), 2 mo. Cost: CAD 0.00																		

[illegible]

Wedding Bells, Mariage Quebec, WeddingBells.ca,
MariageQuebec.com

Wedding Bells Full Page Contest Ad – Fall/Winter

Circulation: 90,000

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Enter for your chance to Win

AN ALL-INCLUSIVE HONEYMOON VACATION TO ST. VINCENT AND THE GRENADINES

With 32 islands and cays, St. Vincent and the Grenadines is made for romance. Its off-the-beaten track location, with few crowds, and fine private island resorts create the ultimate romantic seclusion for couples; with a wealth of adventures, unique attractions and sites for great diving, sailing and adventure.

THIS LUXURIOUS HONEYMOON PRIZE INCLUDES:

- 5-night stay at the Palm Island Resort for two in a palm view room
- Round-trip airfare and hotel transfers from Toronto or Montreal to Union Island Airport
- 3 meals a day with a choice of two restaurants, daily afternoon tea, weekly manager cocktail party, premium beverages and beach BBQ
- Complimentary activities including tennis, cycling, shuffleboard, non-motorized water sports and more

Enter for your chance to win your honeymoon at
weddingbells.co/stvincengrenadines

St. Vincent and the Grenadines

The Caribbean you're looking for

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Mariage Quebec Full Page Contest Ad – Fall/Winter
Circulation: 30,000

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PROMOTION SPÉCIALE

Participez et vous pourriez gagner

UNE LUNE DE MIEL EN FORMULE TOUT-COMPRIS À SAINT-VINCENT ET LES GRENADINES

Constituées de 32 îles et îlots, Saint-Vincent et les Grenadines est une destination des plus romantiques. Située hors des sentiers battus, très peu achalandée et offrant des propriétés élégantes et privées pour les couples qui recherchent un endroit très romantique. On y propose des aventures incomparables, des attraits uniques et des sites exceptionnels pour la plongée, la voile et l'aventure.

CETTE LUXUEUSE LUNE DE MIEL OFFERTE EN PRIX COMPREND :

- Séjour de 5 nuitées au Palm Island Resort pour deux personnes dans une chambre donnant sur la palmeraie
- Vol aller-retour et transferts entre Montréal ou Toronto et l'aéroport Union Island
- 3 repas par jour et deux restaurants au choix, le thé en après-midi, un cocktail du directeur pendant la semaine, des breuvages de qualité et un BBQ sur la plage
- Activités gratuites, tennis, bicyclette, shuffleboard, sports nautiques non motorisés et autres

Participez à mariagequebec.com/svvincentgrenadines et vous pourriez gagner votre lune de miel

St Vincent et Les Grenadines

Les Antilles à votre mesure

Le prix de la lune de miel est de 2 500 \$ par couple. Pour participer, il faut acheter une bouteille de vin St Vincent et Les Grenadines. Les gagnants seront tirés au sort le 31 mars 2013. Les règles complètes de la promotion sont disponibles sur le site internet.

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Wedding Bells Contest Landing Page

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Enter for your chance to Win

AN ALL-INCLUSIVE HONEYMOON VACATION TO ST. VINCENT AND THE GRENADINES

THIS LUXURIOUS HONEYMOON PRIZE INCLUDES

- 5-night stay at the Palm Island Resort for two in a palm view room
- Round-trip airfare and hotel transfers from Toronto or Montreal to Union Island Airport
- 3 meals a day with a choice of two restaurants, daily afternoon tea, weekly manager cocktail party, premium beverages and beach BBQ
- Complimentary activities including tennis, cycling, shuffleboard, non-motorized water sports and more

Enter Below!

The Caribbean You're Looking For

Prize Details: 5-night stay at Palm Island Resort for two in a Palm View room with roundtrip air from Toronto or Montreal to Union Island Airport and roundtrip hotel transfers from Union Island Airport. Also included is an all-inclusive stay that includes 3 meals a day at choice of two restaurants, daily afternoon tea, weekly manager cocktail party, top-shelf beverages and beach BBQ. Complimentary activities include tennis, cycling, shuffleboard, non-motorized water sports and more. Prize valid for travel from June 1, 2012 - May 31, 2013 (blackout dates apply).

St. Vincent and the Grenadines: www.discoversvg.com
Palm Island Resort: www.palmislandresortgrenadines.com



Dine, Vote & Win!

Vote for your favourite restaurants in VANCOUVER and WHISTLER and you could WIN!

Start your wedding registry now!
Connect with bridal registries across Canada.

On Newsstands Now!



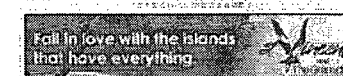
wedding bells Fall & Winter 2012

More dream dresses, real weddings, beauty inspiration and honeymoon ideas from our Fall & Winter 2012 issue.

Buy This Issue!

latest blog posts

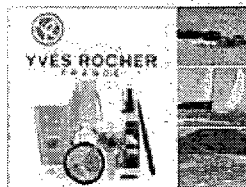
- chocolate wedding favours your guests will love
Posted 2 hours ago
- a charming camp wedding in golden lake, ontario
Posted 5 hours ago
- wedding style inspiration: moonrise kingdom
Posted 6 hours ago
- a dreamy nature-inspired wedding in toronto
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Fall in love with the islands that have everything.

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Wedding Bells Contest Teaser



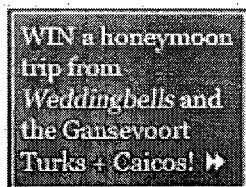
Win your Dream Vacation from Yves Rocher



Win a Skin Rejuvenation Makeover from Miracle 10 Cosmetics and The Plastic Surgery Clinic! Tie the Knot with Glowing Skin



Enter for your chance to WIN an all-inclusive honeymoon vacation to St. Vincent and the Grenadines!



WIN a honeymoon trip from Weddingbells and the Gansevoort Turks + Caicos!

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st vincent and grenadines



Participez et vous pourriez gagner

UNE LUNE DE MIEL EN FORMULE TOUT-COMPRIS A SAINT-VINCENT ET LES GRENADINES

CETTE LUXUEUSE LUNE DE MIEL OFFERTE EN PRIX COMPREND :

- Séjour de 5 nuitées au Palm Island Resort pour deux personnes dans une chambre donnant sur la palmeraie.
- Vol aller-retour et transferts entre Montréal ou Toronto et l'aéroport Union Island.
- 3 repas par jour et deux restaurants au choix, le thé en après-midi, un cocktail du directeur pendant la semaine, des breuvages de qualité et un BBQ sur la plage.
- Activités gratuites : tennis, bicyclette, shuffleboard, sports nautiques non motorisés et autres.

cliquez pour participer

Contest ends: 2012 October 15

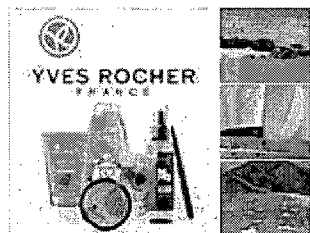
Un (1) gagnant recevra

Séjour de 5 nuitées au Palm Island Resort pour deux personnes dans une chambre donnant sur la palmeraie.
Vol aller-retour et transferts entre Montréal ou Toronto et l'aéroport Union Island.
3 repas tous les jours et deux restaurants au choix, le thé en après-midi, un cocktail du directeur pendant la semaine, des breuvages de qualité et un BBQ sur la plage.
Activités gratuites : tennis, bicyclette, jeu de gilet, sports nautiques non motorisés.
Voyage valide jusqu'au 31 mai 2013 (excluant certaines périodes de l'année).
Saint-Vincent et les Grenadines: www.discovervrg.com
Palm Island Resort: www.palmislandresortstvg.com

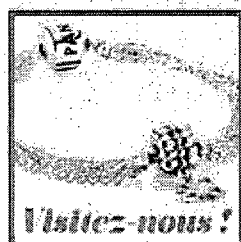
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Mariage Quebec Contest Teaser

concours



Gagnez un voyage de rêve grâce à Yves Rocher




Participez à notre sondage pour la chance de gagner



Séjours de 5 nuitées au Palm Island Resort pour deux personnes dans une chambre donnant sur la palmeraie.

7/26 Contest E-Blast

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*Enter for your
chance to Win*

**AN ALL-INCLUSIVE HONEYMOON VACATION
TO ST. VINCENT AND THE GRENADINES**

THIS LUXURIOUS HONEYMOON PRIZE INCLUDES


- 5-night stay at the Palm Island Resort for two
in a palm view room
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or Montreal to Union Island Airport
- 3 meals a day with a choice of two restaurants,
daily afternoon tea, weekly manager cocktail party,
premium beverages and beach BBQ
- Complimentary activities including tennis, cycling,
shuffleboard, non-motorized water sports and more

Click to Enter Now!

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10/11 Contest E-Blast

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*Enter for your
chance to Win*

**AN ALL-INCLUSIVE HONEYMOON VACATION
TO ST. VINCENT AND THE GRENADINES**

THIS LUXURIOUS HONEYMOON PRIZE INCLUDES

- 5-night stay at the Palm Island Resort for two
in a palm view room
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or Montreal to Union Island Airport
- 3 meals a day with a choice of two restaurants,
daily afternoon tea, weekly manager cocktail party,
premium beverages and beach BBQ
- Complimentary activities including tennis, cycling,
shuffleboard, non-motorized water sports and more

Click to Enter Now!

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Advertorial Banner

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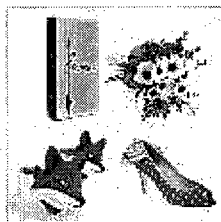


A catalogue of 20 truly inspiring wedding confections.

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Fall in Love with the Islands that Have Everything,
St. Vincent and the Grenadines

A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines is a place of quiet azure waters, unspoiled forests and stunning white sand beaches – perfect for romance.

With its unpretentious authenticity and deep wealth of natural attractions, this collection of islands and cays is a life-renewing experience. From the imposing La Soufriere volcano to the oldest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer.

South of St. Vincent, the Grenadines are strung across 40 miles of typically tranquil waters. Only eight of these islands are inhabited: Young Island, Bequia, Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent.

For all their charming remoteness, these islands have something for every couple – whether it is the solace and romance-seekers or the adventurous explorers. Another must-see is the Tobago Cays, a family of five sibling islands protected by a huge horseshoe reef.

40 Miles of Tranquil Waters

You'll find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries – and when it comes to accommodations, SVG extends a welcoming hand of inborn hospitality to just about every taste and wallet, from intimate-sized, family-owned hotels and boutique properties to private island resorts.

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- Enhanced wedding planning tools
- Great planning features and slideshows
- A comprehensive local vendor directory
- An inspiring weekly e-newsletter

If you are an existing forum user, please log-in with your existing username and password. If you are new to the forum and would like to register, see below for more information.

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Planning Rooms - A variety of topics to help plan and organize your day

Planning Rooms - A variety of topics to help plan and organize your day

Forums	Threads	Posts	Last Post
First Steps (2 viewing) Where newly engaged couples discuss the "first steps" in wedding planning - from setting a budget to hiring professionals and more. Don't be shy, introduce yourself!	1628	19842	Re: Story about Wedding Ve... (LadyAurora) - 07/24/12 05:52 PM
Inspiring Ideas (3 viewing) Getting into the "nitty gritty" of planning out the ceremony and reception details? Exchange idea's	6137	56269	Official ERGO Baby Carrier... (ghld) - 07/27/12

Head over heels!

Fall in love with the islands that have everything.

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Forums	Threads	Posts	Last Post
First Steps (1 viewing) Where newly engaged couples discuss the "first steps" in wedding planning - from setting a budget to hiring professionals and more. Don't be shy; introduce yourself!	1626	19834	Re: Stag and Doe... is it w... (DeeVine) - 07/04/12 02:54 PM

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Shout Box

MarieEve: ok i thought it was just my settings that were wonky..

ambular: I'm having issues, too.

k&j: Are there not any mods around these days that can update on what is happening to the site in terms of its appearance and huge font issues?

T&C: My guess is that mods are around, but no one from SJM is around to inform them. They're usually just as in the dark

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destination wedding must-haves
July 24th, 2012
10 cool items to enhance your tropical celebration.



pretty honeymoon fashion ideas
June 29th, 2012
Stock up on sunny vacation-perfect pieces from Trina Turk for Banana Republic.



malta: the ultimate honeymoon destination for history buffs
May 23rd, 2012
Find out why this island republic is the perfect place for a romantic getaway.



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We've launched our new Wedding Planning Tools! They're free and super easy to use! You simply need to be logged in or become a member of weddingbells.ca.

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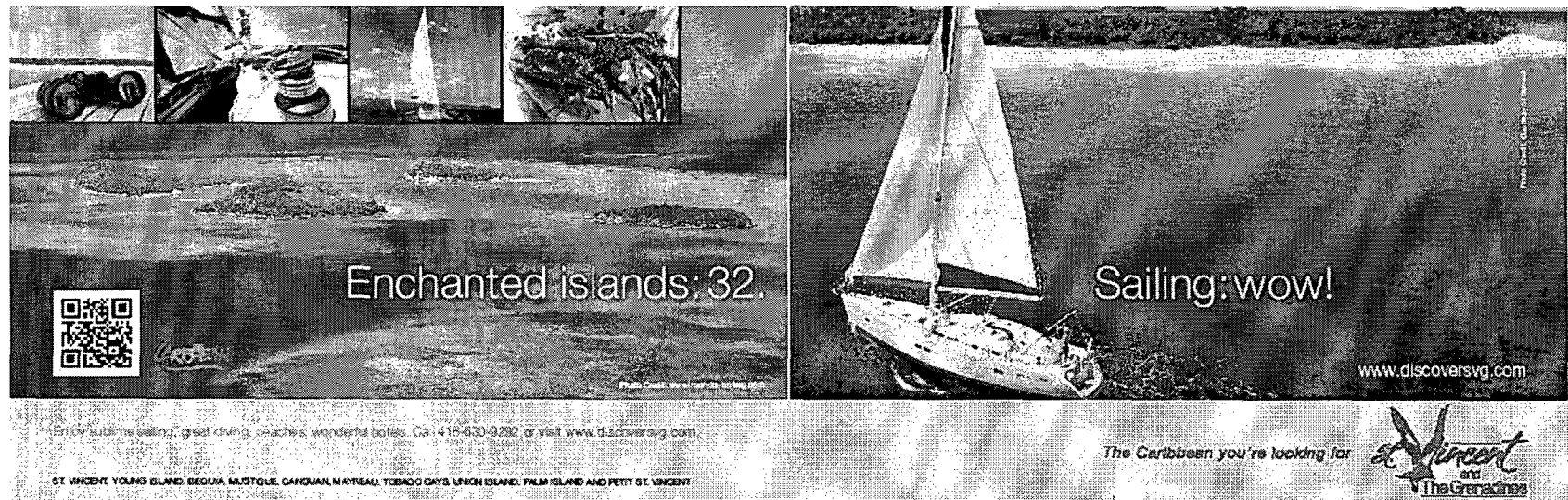
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special feature
 destination wedding specialists
 When it comes time to turn your destination wedding dreams into reality, you can trust a

Canadian Yachting

½ Page Spread – February, April, October and December
Circulation: 28,500



The banner is divided into two main sections. The left section features a collage of four small images at the top: a beach with a lounge chair, a sailboat, a tropical forest, and a close-up of a tropical fruit. Below these is a wide shot of a beach with a small boat in the water. The text "Enchanted islands: 32." is centered in this section, with a QR code to its left. The right section shows a large sailboat on the water. The text "Sailing: wow!" is centered in this section, with the website "www.discoversvg.com" below it. At the bottom of the banner, there is a line of text: "Enjoy sublime sailing, great dining, beaches, wonderful hotels. Call 415-630-9292 or visit www.discoversvg.com." and a list of islands: "ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANQUAN, MAYREAU, TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETIT ST. VINCENT." The logo for "St. Vincent and the Grenadines" is in the bottom right corner.

Enchanted islands: 32.

Sailing: wow!

www.discoversvg.com

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Diver Magazine
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DiverMag.com

Full Page Ad – July and August
Circulation: 30,000

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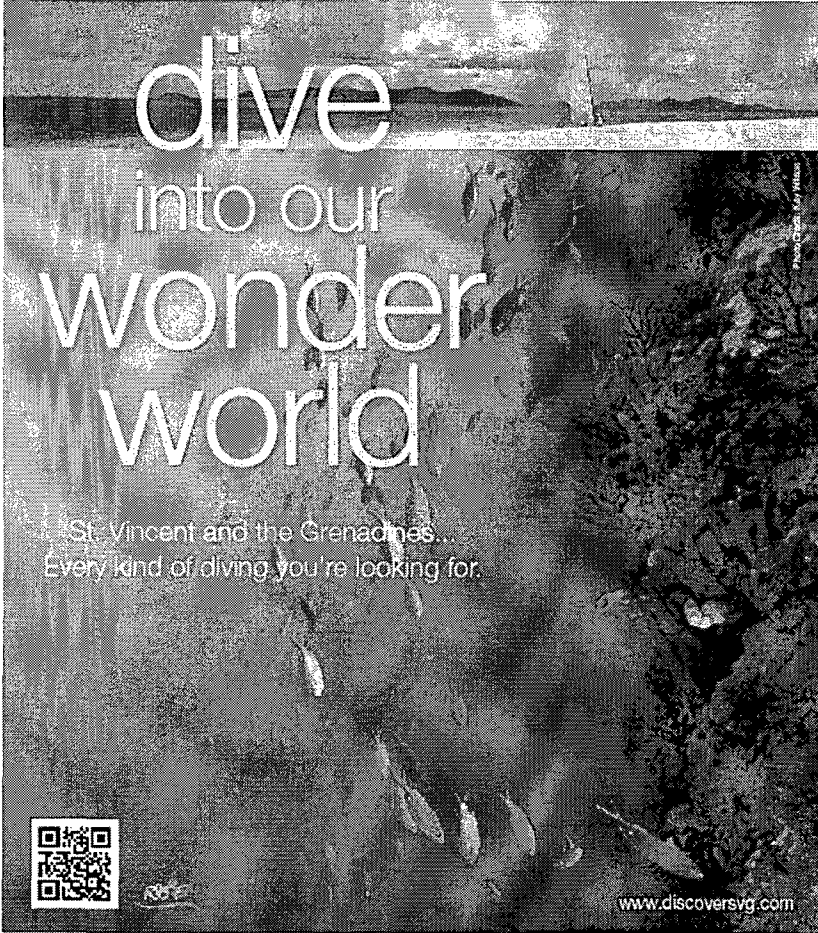
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Departments, Dive Gear, Reviews -
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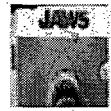
Marine Life - 28/06/2012
Jellyfish on the rise



Features, Rebreathers - 05/07/2012
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**Nitrogen Narcosis: A
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their Anniversary**

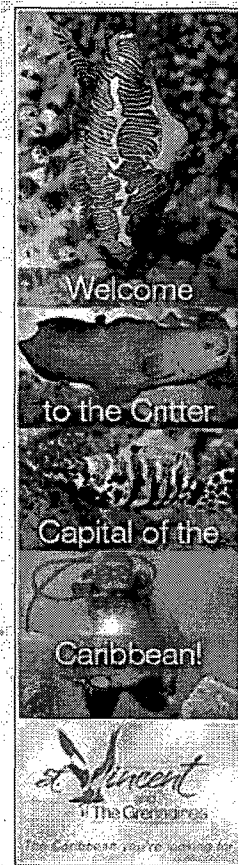
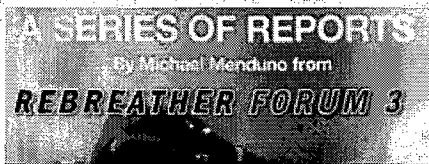
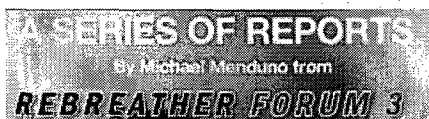
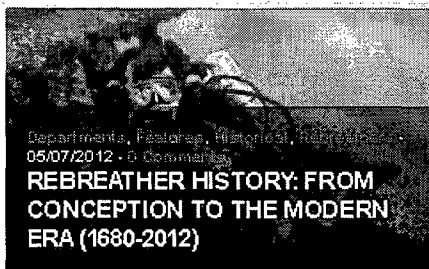


Books, Departments - 28/06/2012
The stacks: Books in print



160x600 Banner

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Horizon Travel
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½ Page Ad & ½ Page Advertorial – September issue
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ST VINCENT AND THE GRENADINES

DESTINATION: ESCAPE TO PARADISE ISLAND

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SAILING

Experience the unforgettable magic of dropping anchor in secluded bays and lagoons with turquoise seas and powder white sand beaches. There are a number of charter companies operating out of SVG that offer bareboat charters, skippered yachts or day trips.

DIVING & SNORKELING

The diverse underwater world offers something for divers of all levels - from a resort course graduate anxious to get up close and personal with marine "critters" to an experienced diver aspiring for the next photographic trophy.

ECO-ADVENTURES

Hike to the top of a volcano, to stunning waterfalls or along scenic coastal paths. Go whale and dolphin watching, explore forests in search of the endemic St. Vincent Parrot, meander through colorful tropical gardens, or dream yourself to sleep on a beautiful beach.

WEDDINGS & HONEYMOONS

From sandy white beaches, picturesque harbors, lush tropical gardens, charming island churches, or even a deserted island, SVG has much to offer for both weddings and honeymoons. There are a number of professional wedding vendors, along with a trusted network of reputable and reliable suppliers, whose combined experience and local knowledge ensure that the couple and their guests have ample time to relax and enjoy these lovely islands at their leisure.

For more information, visit www.discoversvg.com.



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St. Vincent
Unplugged, Unspoiled.

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Nestled in the southern Caribbean, St. Vincent and the Grenadines - a string of 32, yesteryear islands - is an off-the-beaten path enclave of charm and authenticity. With crystalline waters, stunning black and white sand beaches, and warm, sweet air, it is a place for those looking to escape to paradise.

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Union Station

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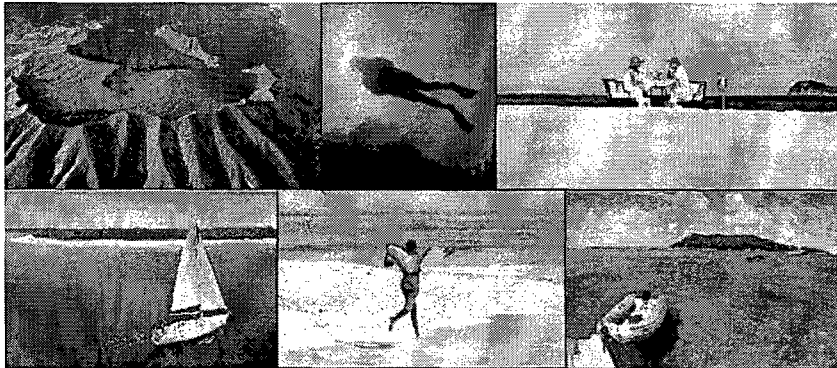
TTC

- September 27-October 3
- Spots: 29,400
- Impressions: 7.8 million




BOLD Magazine
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BoldMagazine.ca

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Circulation: 5,000



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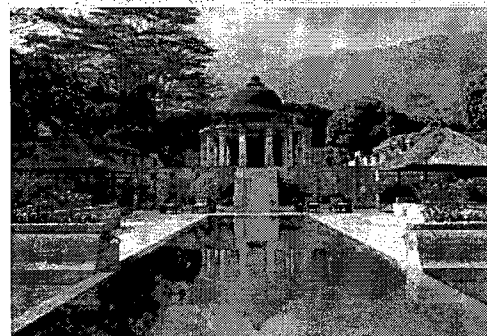
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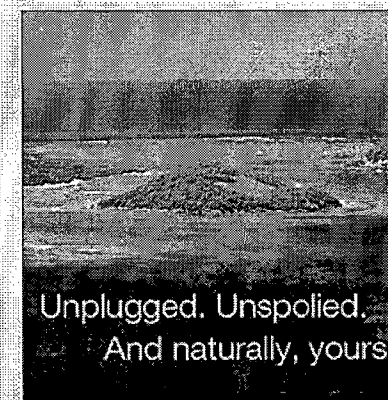
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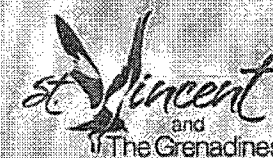
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Globe & Mail
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GlobeandMail.com

October 20th ½ Page Advertorial
Circulation: 2.8 million

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SPECIAL INFORMATION FEATURE • THE GLOBE AND MAIL • SATURDAY OCTOBER 20, 2012



With its towering emerald mountains, unspoiled natural attractions, and turquoise coves fringed by white, gold and black sand beaches, St. Vincent and the Grenadines has been called a tropical idyll. As the Caribbean of yesterday, it's no wonder the French and the British fought over the island chain for most of the 18th century. Everyone wants a piece of paradise.

Located in the Southern Caribbean, nestled between St. Lucia and Grenada, St. Vincent and the Grenadines is considered by many as a pristine island Utopia, consisting of 32 islands and cays, only nine of which are inhabited. Whether an eco-adventurer, a watersport lover, or just, well, a lover, St. Vincent and the Grenadines has a charming remoteness that caters to all types of travellers.

DIVE IN

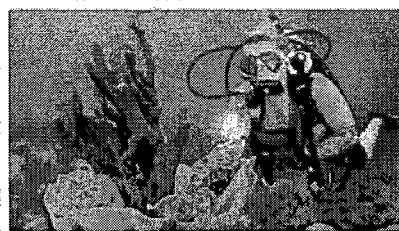
Aptly named the "Cruiser Capital of the Caribbean," St. Vincent and the Grenadines has a remarkable diversity of sea life teeming in its waters. Some believe the melding of currents from the Atlantic Ocean and the Caribbean Sea, along with a wide variety of underwater habitats (rock formations, coral reefs, sandy slopes), make the country's aquatic world unlike any other. Snorkellers, divers and sailors alike are sure to encounter frogfish, anemones, nurse sharks, octopuses, schools of colourful fish, squids and

of manta rays and even a bale of green turtles. Boasting one of the biggest coral reefs in the Caribbean, there is very little marine life that can't be spotted here. In fact, Anchor Reef has been voted among the top 100 dive sites in the world for its magical reef formations and magnificent marine life.

For those who prefer to experience aquatic life from above sea level, sailing opportunities are plentiful. With distances between islands ranging from two to five hours, it's easy to customize a one-day or one-week itinerary. Take advantage of plentiful panoramic ports of call—five quaint villages and volcanic beaches to uninhabited islands and protected wildlife preserves, including Tobago Cays, a marine park of small sibling islands protected by a horseshoe reef. The numerous charter companies cater to sailors of all proficiencies, allowing visitors to St. Vincent and the Grenadines to personalize their on-board experience and truly captain their dream vacation.

CREATE YOUR OWN ADVENTURE

There are other captivating sites to be discovered—on land and in the air. The Botanical Gardens on the outskirts of Kingstown offers a jaw-dropping collection of exotic flowers, plants and trees and, founded in 1705, is the oldest botanical garden in the Western Hemisphere. The aviary at the Gardens allows glimpses



of SVG's indigenous parrot, the strikingly beautiful blue and gold St. Vincent Parrot.

But to see some of the more than 600 of these parrots in the wild, along with a host of other species taking flight, take a hike. The Verment Nature Trail takes hikers deep into the interior of St. Vincent, along three kilometres of well-maintained, groomed trails that offer breathtaking views of the surrounding forest. Or, hike along scenic coastal paths, up to La Soufriere volcano at 1,214 metres or to stunning, secluded waterfalls.

Go off-road and reach remote spots that offer the sort of seclusion enjoyed only by the adventurous. Jeep and bicycle tours allow access to far-flung parts of the islands and can be easily arranged at most of the hotels on the islands. Off the western side of the island, enter the renowned Bat Cave. Slide into a kayak and paddle out to an underwater cave with a shallow passageway and a long tunnel that allow snorkellers to observe two

rare species of bats. Travel even farther by ferry to discover beautiful eco-adventures on the island of Bequia, home to the Old Hegg Turtle Sanctuary.

PLAN A PERFECT PAIRING

For romantics, St. Vincent and the Grenadines is unmatched. There is no lack of settings for an unforgettable engagement, wedding or honeymoon. For couples, the only challenge is choosing one. Sandy white beaches, hilltops at sunset, quaint churches, historic forts or sunny sailboats—love is in the air, everywhere. Making your fantasy wedding a reality is easy on St. Vincent and the Grenadines as the country is home to wedding planners, caterers, photographers and hoteliers who assist visitors in customizing the perfect event. Any union in St. Vincent and the Grenadines is truly a match made in heaven.

To learn more, visit globeandmail.com/unspoiledcaribbean

SO MUCH MORE TO DISCOVER IN ST. VINCENT AND THE GRENADINES

What's your favourite number?

- 1,214 metres to reach a real live volcano
- 400 arches (in Kingstown, the capital of St. Vincent)
- 247 years since the oldest Botanical Gardens was founded here
- 225 species of fish
- 25 varieties of breadfruit
- 23 uninhabited islands and cays
- 15 designated heritage sites
- 11 species of indigenous dolphin
- 7 ports of entry
- 3 types of sand beaches: gold, black and white sand
- 2 short flights (any connection from Barbados, Grenada, Trinidad, St. Lucia, Martinique and Puerto Rico to Kingstown)
- 1 two-chapter movie series filmed here (*Pirates of the Caribbean*)

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<p>BEQUIA BEACH HOTEL – newly built hotel on Friendship Beach; Classic Pool/Sea View including Continental Breakfast daily plus complimentary 45-minute massage for 2.</p> <p>\$1978 + \$321 tax per person, based on double occupancy</p>	<p>TAMARIND BEACH HOTEL & YACHT CLUB – luxurious beachfront escape on Canouan; Beachfront Room including breakfast daily plus complimentary room upgrade to Beachfront Suite.</p> <p>\$2109 + \$294 tax per person, based on double occupancy</p>	<p>BEQUIA BEACHFRONT VILLAS – an example of "Gracious Living" as recognized by <i>Architectural Digest</i>; 1 Bedroom Beachfront Villa plus complimentary special breakfast starter package.</p> <p>\$2492 + \$321 tax per person, based on double occupancy</p>	<p>YOUNG ISLAND RESORT – private island off of mainland St. Vincent; Superior Room including breakfast and dinner daily plus complimentary 60-minute massage for 2.</p> <p>\$2839 + \$294 tax per person, based on double occupancy</p>	<p>BUCCAMENT BAY RESORT – Caribbean's Leading New Hotel 2012 at the World Travel Awards; 1 bedroom villa gardenview All-Inclusive plus complimentary 30-minute massage for 2.</p> <p>\$3739 + \$294 tax per person, based on double occupancy</p>
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Book your St. Vincent and the Grenadines trip now through Total Vacations at totalvacations.ca or call 1-800-769-1147.

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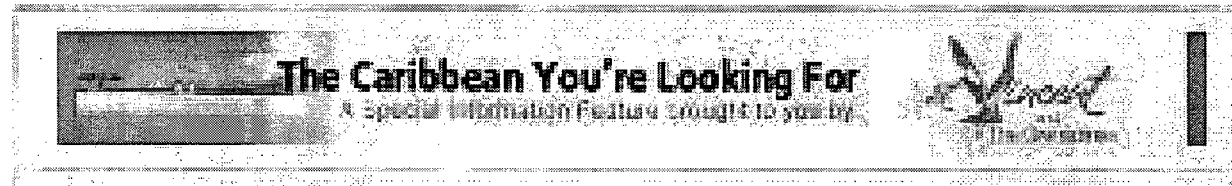
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A Special Information Feature brought to you by
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 **Unspoiled Caribbean**
The pristine islands of St. Vincent and
the Grenadines beckon you to discover...
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St. Vincent and the Grenadines - The Caribbean you're looking for!

Unspoiled Caribbean

The pristine islands of St. Vincent and the Grenadines beckon you to discover a Caribbean destination like no other.

Photo Gallery: Tropical Paradise

From turquoise waters to coral reef ecosystems to beautiful beaches, there's so much to discover in St. Vincent and the Grenadines.

Make a Splash

Scuba divers, snorkelers and sailors alike flock to St. Vincent and the Grenadines for its wonderful waters teeming with magnificent marine wildlife.

Create Your Own Adventure

With an abundance of natural attractions and activities, St. Vincent and the Grenadines is an adventure lover's playground.

Say "I Do" to St. Vincent and the Grenadines

Have your magical wedding in a magical destination. From the ceremony to the honeymoon, these islands offer unforgettable experiences.

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Contact from feature: **The Caribbean You're Looking For is Published Friday, Oct. 15 2010, 9:00 PM EDT**
 Last updated Friday, Oct. 19 2012, 11:38 AM EDT

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January, Origin: January - 7 nights including hotel, air and land transfers.
 Based on Jan 16 and Jan 23 departures from Toronto.

NEWLY built beachfront resort. Closest pool, 360 View including Continental Breakfast daily plus an all-inclusive massage for 2.

\$1,975 + \$231 tax per person, based on double occupancy.

CLICK HERE to book this today!

UMAHO BEACH HOTEL 3-STAR PLUS

Price 3 Stars Bar & Pool beachfront. Tropical Beach Hotel (3 stars):
 Newly built beachfront resort. Closest pool, 360 View including Continental Breakfast daily plus an all-inclusive massage for 2.

\$2,100 + \$294 tax per person, based on double occupancy.

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The Caribbean You're Looking For
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Bequia Beachfront Villas

A complete of "Green as Living" was designed by Architectural Digest. 1 Bedroom Beachfront Villa plus complimentary access to all facilities and beach.

\$1,492 + \$321 tax per person, based on double occupancy

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Young Island Resort

Private island off of mainland St. Vincent. Spectacular views including beaches and direct daily complimentary 60-minute massage for 2.

\$1,250 + \$294 tax per person, based on double occupancy

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BUCCAMENT BAY RESORT

Buccament Bay Resort

Caribbean's leading new resort 2012 in the World Travel Awards! Located on a private island off of St. Vincent. Plus complimentary 60-minute massage for 2.




\$1,739 + \$294 tax per person, based on double occupancy

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Content from feature - The Caribbean You're Looking For
Published Friday, Sep. 21 2012, 12:33 PM EDT
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From turquoise waters to emerald mountains to bountiful blooms, there's so much to uncover in St. Vincent and the Grenadines.

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Aerial View of Soufriere Volcano
(St. Vincent and the Grenadines)

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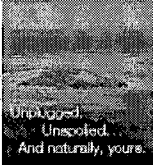
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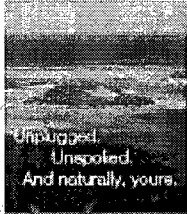
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St. Vincent
The Grenadines
The Caribbean
you're looking for

With its towering emerald mountains, unspoiled natural attractions, and turquoise coves fringed by white, gold and black sand beaches, St. Vincent and the Grenadines has been called a tropical idyll. As the Caribbean of yesteryear, it's no wonder the French and the British fought over the island chain for most of the 18th century. Everyone wants a piece of paradise.

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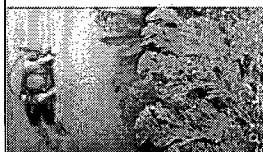
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**WHAT'S YOUR
FAVOURITE NUMBER?**
So Much More to
Discover in St. Vincent
and the Grenadines

Located in the Southern Caribbean, nestled between St. Lucia and Grenada, St. Vincent and the Grenadines is considered by many as a pristine island Utopia; consisting of 32 islands and cays, only nine of which are inhabited. Whether an eco-adventurer, a water-sport lover, or just, well, a lover, St. Vincent and the Grenadines has a charming remoteness that caters to all travellers.

DIVING IN



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Make a Splash

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at Vincent
The Caribbean
you're looking for

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From kite surfing and snorkelling to sailing and scuba diving, St. Vincent and the Grenadines is a water enthusiast's paradise. Whether you prefer to play above or below the waterline, from the stern of a sailboat or several metres under, the 32-island nation has no shortage of ways to get soaked and stoked about these water activities.

MORE RELATED TO THIS STORY

- Unspoiled Caribbean
- Create Your Own Adventure
- Photo Gallery: Tropical Paradise



DIVINE

PHOTO GALLERY
Hidden Gems




PHOTO GALLERY
Hidden Gems

St. Vincent has been touted as the **"Critic's Capital of the Caribbean"**—and for good reason. Obliging currents and diverse habitats make the islands' waters ideal for all manner of animal and plant life. Submerge in these serene seas and enter a kaleidoscope of colour as myriad marine animals glide through technicolor coral. In fact, a 2001 REEF survey found 225 species of fish in the waters of St. Vincent. Eight dive operators scattered across St. Vincent, Bequia, Mustique, Canouan and Union Island ensure that each explorer's experience is customized and convenient. And in St. Vincent and the Grenadines, a diver truly can experience it all.

- **Wrecks:** The site of three shipwrecks, **Capital Wrecks** delivers deeply dramatic views; within recreational dive limits. Experienced divers can peer in portholes and glimpse the past as they glide through rusted underwater remains.
- **Reefs:** Voted one of the top 100 dive sites in the world, **Anchor Reef** provides divers with a breathtaking coral ridge and a jaw-dropping wall complete with swim-throughs. Other reefs, such as those in **Alternate Bay** and **Hans**, have extensive shallow reefs of coral and a dazzling display of marine life.



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If lounging in a lush tropical paradise surrounded by tranquil, turquoise lagoons isn't enough to bring you to St. Vincent and the Grenadines, perhaps it's any one of these adventures: a scenic hike along coastal paths, a climb to the top of a 1,214-metre volcano, a dive among some of the Caribbean's most prized coral reefs or a walk through the world-renowned Botanical Gardens and aviary. Indeed, in St. Vincent and the Grenadines, the challenge isn't finding an eco-adventure but rather finding time to fit them all in.

MORE RELATED TO THIS STORY:

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PHOTO GALLERY
UNSPOILED
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Nestled between St. Lucia and Grenada, St. Vincent and the Grenadines is an unspoiled Caribbean nation of 32 islands and cays with a long history and a deep wealth of natural attractions, making it the ideal destination for those with an affinity for adventure and yearning for exploration.

SPECTACULAR GARDENS

A notable attraction is the **Botanical Gardens**, located just outside the capital, Kingstown. Founded in 1765, the Gardens not only bears the distinction of being the oldest botanical garden in the Western Hemisphere, but it's also one of the most captivating with its alluring collection of exotic and rare flowers, plants and trees. Indeed, there's so much tropical flora to discover, whether you're a novice green thumb or a horticulturalist. Located within the Gardens is the **Nicholas Wildlife Aviary**, where the indigenous St. Vincent Parrot—the *Amazona Guildingii*—makes its grand presence in a kaleidoscope of plumage.

HIKING TRAILS



Say "I Do" to St. Vincent and the Grenadines

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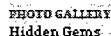
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With 32 pristine islands and cays—only nine of which are inhabited—St. Vincent and the Grenadines is the perfect backdrop for marriage ceremonies and honeymoons. The islands have it all: picturesque locations, romantic escapes and a variety of accommodation. A wedding in SVG is truly a match made in heaven!

MORE RELATED TO THIS STORY

- **Unspoiled Caribbean**
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- **Photo Gallery: Tropical Paradise**



SCENIC SETTINGS

Whether a seduced beach or a charming island chapel, SVG offers a myriad of marriage-ceremony surroundings, making it the model place to say "I do."

- **The Botanical Gardens** in Kingstown boasts both wide lawns and bountiful blooms—enough to satisfy the most discerning bride. Picturesque gazebos offer convenient cover and ideal podiums for the ceremony. Occupying 20 acres, the Gardens has ample space to accommodate large groups.
- **The Old Fort in Bequia** offers panoramic views of the southern Grenadines. Bride, groom and guests alike will gasp in delight at the beauty of a castle-like property perched high above the majestic ocean.
- **Wedding cruises** allow happy couples to say “I do” while floating the azure seas. Arriving at Tobago Cays—a family of five islands protected by a horseshoe reef—wedding guests can delight in the kaleidoscope of aquatic colour, moving from indigo blue to aquamarine and then to crystal clear.
- **Private islands**—including Young Island Resort, Pettt St. Vincent and Palm Island—offer wedding parties the ultimate in exclusivity. Indeed, CNN ranked the 135-acre Palm Island as one of the “World’s Best Wedding Venues,” due in large part to its “castaway” character—pristine, practically deserted powder-white beaches and the kind of calm that can only come with complete seduction.

Travel Section Banner Roadblocks – October 16-December 16

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Enchanted Islands: 32

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Enchanted Islands:32.
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Is this the most unfortunate baby name ever?

AMY VERNER
The Globe and Mail
Published Wednesday, Nov. 28 2012, 9:59 AM EST
Last updated Wednesday, Nov. 28 2012, 10:46 AM EST

14 comments

247 232 15 0

On the plus side, at least the newborn's name is pronounceable.

In what seems too loony to be real, a mother has anointed her baby girl Hashtag Jameson.

A hashtag denotes the number sign (#) on Twitter, where it is used as a tagging device, both deliberately and comically.

As in, #dumbbabyname.

Mother Jameson gave birth at 10 p.m. on Sunday night and posted a picture to Facebook – ironically, not Twitter – on Monday.



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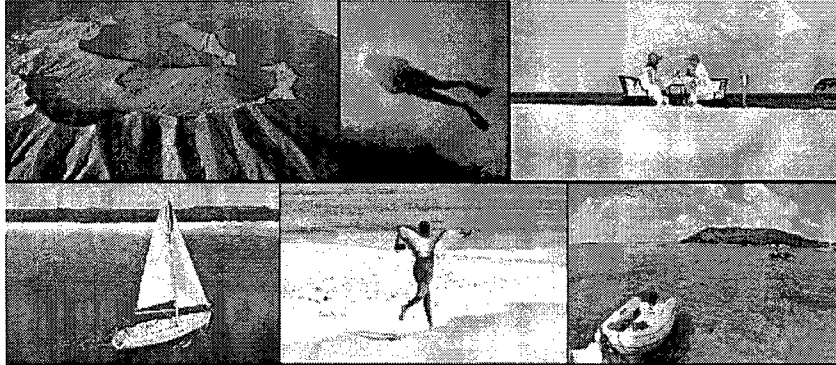
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Full Page Ad – August 30th, September 20th Caribbean Issue, October 10th, November 29th
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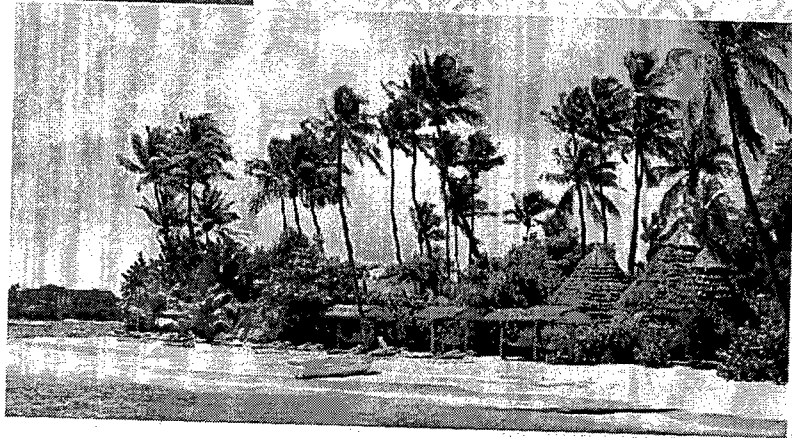
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Full Page Ad and Full Page Editorial (Feature This!) – November 15th
Circulation: 17,000

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Feature This



New offerings unveiled by St. Vincent and the Grenadines, from new packages to upgraded app

The sun-soaked islands of St. Vincent and the Grenadines (SVG) are buzzing with activity these days. Construction of the new US\$240 million Argyle International Airport, the country's first international airport, is well underway and will be fully operational by early 2014 and offer direct international jet service from Canada, the U.S. and Europe.

Total Vacations has created a variety of air and hotel packages with departures from Toronto that are valid for departures the weeks of Jan. 16 and Jan. 22, 2013. These include seven-night stays at Bequia Beach Hotel, a newly built hotel on Friendship Beach, for \$1,978 + \$321 tax, and Tamarin Beach Hotel & Yacht Club for \$2,109 + \$294 tax. There are also Bequia Beachfront Villas for \$2,492 + \$321 tax, Young Island Resort for \$2,839 + \$294 tax, and Buccament Bay Resort, which won Caribbean's Leading New Hotel 2012 at the World Travel Awards, for \$3,739 + \$294 tax. All prices are per person based on double occupancy. To book any of these packages call 1-800-769-4147 or visit totalvacations.ca.

In addition, there's still time for travellers to book a special offer with Tamarin Beach Hotel & Yacht Club. Guests arriving for stays at the resort any time from now through Dec. 21, 2012 will receive complimentary roundtrip flights between Barbados and Canouan Island aboard Grenadine Airways, based on double occupancy when staying a minimum of seven nights. The offer is valid with the Full American Plan only for all room categories,

and is strictly non-combisable with any other promotions (www.tamarindbeachhotel.com/promo/tamarind.asp).

Young Island Resort is also adding to the mix its first ever all-inclusive package called 'Stranded in Style'. Package includes seven nights in an oceanview cottage for two, daily breakfast, lunch and dinner, roundtrip airport transfers and roundtrip ferry service to and from Young Island from St. Vincent, welcome drink on arrival, fresh fruit and flowers in room daily, watersports, tennis and laundry service (www.youngisland.com/strandedPac.html).

And for travellers looking to tie the knot in style, Cotton House's wedding package includes all the fixings. Valid until Dec. 31, 2012 and priced at US\$4,440, the package includes one-tier wedding cake, champagne following the ceremony, bouquet and boutonhole, private sunset cruise for the couple, private dinner menu, one-hour spa treatment, marriage licence fees, minister's fees and travel, couple's roundtrip travel to St. Vincent from Mustique and all government taxes and service charges (www.cottonhouseresort.com/weddings.html).

To ensure that every guest's stay is both memorable and fun-filled SVG has created a new mobile app. The free app features a user-friendly interface with a wide range of info, photos, video, maps and much more. To download see the QR code in the SVG ad on the opposite page.

For more information on travel to St. Vincent and the Grenadines, visit DiscoverSVG.com.

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Signature launches winter 2012/13 brochures, flights from 30 gateways

Thursday, 05 April 2012 10:41

TORONTO — Signature Vacations' new 2012/13 brochures have now been published and are currently being distributed to agencies across the country.

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WestJet flies nearly 104,000 more year over year in March

Thursday, 05 April 2012 10:37

CALGARY — WestJet posted its second highest ever March load factor of 86.2%. Revenue passenger miles (RPMs), or traffic, increased 9% year over year, and capacity, measured in available seat miles (ASMs), grew 7% over the same period. The airline flew nearly 104,000 more guests this March compared to March of last year.

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Air Canada to add two new Boeing 777s as it plans for international growth

MONTREAL — Air Canada has unveiled a fleet plan providing for international growth at both the mainline carrier and its new low-cost leisure airline to be launched in 2013. Air Canada will add two new Boeing 777-300ER aircraft to the mainline carrier's widebody fleet in order to pursue strategic growth opportunities for its international network. [Read more...](#)

Shangri-La Hotel, Toronto

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9/26 E-Blast (Hidden Gems)

Subject Line: Hidden Gems of St. Vincent and the Grenadines

travelweek e-blast

Hidden gems of St. Vincent and the Grenadines.

A collection of 32 unspoiled islands and cays in the secluded Southern Caribbean, **St. Vincent and the Grenadines** offers something for every interest on your honeymoon, including some of these hidden treasures.

The Tobago Cays, a protected wildlife reserve of live cays bordered by a giant horseshoe reef, is renowned sailing, snorkeling and scuba diving mecca. It also has small sand beaches that are perfect for an afternoon barbecue. There remain few places on earth today that can match the unblemished natural beauty, easy accessibility and "feel good" tranquility of the Tobago Cays. The waters, with their ever-changing kaleidoscope of blues, greens and seemingly limitless shades of aquamarine, create a truly picture perfect background.

Mopion, the quintessential deserted island, is a dollop of brilliantly white sand that seems to float magically in clear turquoise sea, with nothing more on it than a singular thatched umbrella. It is the idyllic setting for an intimate picnic spot.

Saltwhistle Bay on Mayreau island is a perfectly half-moon shaped beach outlined by palm trees. It is one of (if not the) most beautiful beach in SVG. With only 250 residents, the island with no airports, no roads and no banks will offer couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit www.discovering.com.



St. Vincent
and
The Grenadines

St. Vincent, Young Island,DEXUS, Mustique, Carriacou, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

10/10 E-Blast (Private Getaways)

Subject Line: Private Getaways in the Caribbean You're Looking For

travelweek e-blast

Private Getaways on the islands of St. Vincent and the Grenadines

With 52 islands and cays, St. Vincent and the Grenadines is made for romance. Its off the beaten track location, lack of busy crowds, and top notch private island resorts create the ultimate romantic seduction for couples.

Located 200 yards off the southern coast of St. Vincent and just a three-minute water taxi ride away, **Young Island** is a 13-acre private island resort that features beachfront and hillside cottages with open-air showers, beachside dining under thatched kiosks, and a full-service spa - and just off shore is the "Coconut Bar" where drinks are served in fresh coconuts.

Mustique, often referred to as the playground for the stars, only offers one full service hotel, the 17-suite **Cotton House**. Accommodations feature plunge pools, specialty pillows and flat-screen TVs. The upscale resort offers a wide range of massages and spa treatments, tennis courts for nighttime play, and complimentary waterports.

Just 10 minutes via ferry from Union Island, you'll find the all-inclusive **Palm Island Resort**, with white sand beaches and 43 guestrooms set on 136 acres. Here you'll find everything you need: two restaurants, waterports, a salon and spa, relaxing activities like beach barbecue and afternoon tea, romantic dining settings by the water and nightly entertainment.

For the ultimate getaway, **Petit St. Vincent** (known as "PSV") offers 22 exclusive cottages spread across 115 acres and surrounded by two miles of white sand beaches. PSV recently completed a multi-million dollar renovation - its natural beauty, tranquility, privacy and friendly non-intrusive service did not change, though the island's comforts, amenities and activities are all enhanced. With no airport, telephones, TVs or alarm clock keys, couples can truly escape at this luxurious hideaway.

To learn more about St. Vincent and the Grenadines, visit www.discoverstvg.com.



St. Vincent
The Grenadines

St. Vincent, Young Island, Bequia, Mustique, Conquer, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

10/24 E-Blast (Diving Focus)
Subject Line: Dive into St. Vincent and the Grenadines

travelweek e-blast

dive
into our
wonder
world

St. Vincent and the Grenadines...
Every kind of diving you're looking for.

www.discoversvg.com

Major St. Vincent and the Grenadines dive sites:

- The Bat Cave, an extraordinary dive into an underwater treasure and on the wish list of most visiting divers
- Ancher Reef, voted one of the top 100 dive sites in the world
- Capital Wrecks, the site of three shipwrecks all in recreational divers' depths, but best suited to experienced divers
- Mayreau Gardens, an expansive coral reef formation and a great drift dive
- And many more!

As the "Cruiser Capital of the Caribbean," St. Vincent and the Grenadines (SVG) offers unique encounters with marine creatures of all kinds. Your clients interested in getting in the water - from a resort course graduate to an experienced diver - can take the plunge in SVG and scuba dive into the famous Bat Cave, try wreck diving, or photograph an amazing variety of marine creatures.

In SVG, most dive sites are just a short boat ride away from the dive shops, whether on the main island of St. Vincent or from the dive centers located in the Grenadines of Bequia, Mustique and Union Island. Many of the resort hotels in St. Vincent and the Grenadines offer scuba diving courses, as do the dive operators themselves.

For additional details on diving in SVG, visit www.discoversvg.com.


St. Vincent and the Grenadines
The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

11/7 E-Blast (Sailing Focus)

Subject Line: Sailing the Islands of St. Vincent and the Grenadines

travelweek e-blast



Enchanted islands: 32. Sailing: wow!


Sailing Events in SVG:

- **Bequia Easter Regatta** has grown into one of the region's most popular small island regattas, with visitors and competitors coming from all over the world to partake in the Easter weekend's festivities.
- **Canouan Regatta** is held every May-June and includes boat races, sports and games, calypso competition and a beauty pageant.

In a destination made up of a constellation of close-knit islands and cays, it's only natural that sailing is an intrinsic part of the local culture. St. Vincent and the Grenadines (SVG) is one of the most sought-after sailing destinations in the world and has naturally become a major hub for yachts, schooners, and all manner of sailing vessels. A blue voyage over its calm tropical waters in a steady breeze is the best way to explore hidden bays and vibrant harbors.

With 32 islands and cays to choose from, visitors can see as much or as little as they like. While individualized itineraries can be designed beforehand, a typical 1-week itinerary will cover approximately 90 miles of cruising with distances between islands ranging from two to five hours. Anchorages on the nine inhabited islands (St. Vincent, Mustique, Bequia, Canouan, Mayreau, Union Island, Palm Island, Young Island, and Petit St. Vincent) offer charming towns, remote villages and pristine beaches for exploring ashore and wonderful restaurants for nightly dinners. Sailors can also spend time in the beautiful Tobago Cays, a protected marine park of small islands on a horseshoe reef offering some of the Caribbean's best snorkeling, where a beach barbeque can be taken ashore.

To learn more about sailing in SVG and to find charter companies, visit www.discoversvg.com.



The Caribbean you're looking for

St. Vincent and the Grenadines

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

11/21 E-Blast (Airport Focus)

Subject Line: St. Vincent and the Grenadines' New International Airport

travelweek e-blast

St. Vincent and the Grenadines, the Unplugged and Unspoiled Caribbean!

Home to such diverse attractions as La Soufriere, the famous volcano; Mustique, playground of the stars and the Royals; and the location for the film *Pirates of the Caribbean*, St. Vincent and the Grenadines (SVG) is benefitting from numerous capital projects implemented to make the country more attractive and better able to host international visitors, including the building of the country's first international airport.

Specifically, the construction of Argyle International Airport is the largest development project ever undertaken (US\$240MM) in SVG and is a critical cog in the evolution of the multifaceted, multi-island destination's growing hospitality sector. It is financed by the SVG government, as well as by grants and donations from a diverse group of countries. The new Argyle International Airport (which will replace the existing ET Joshua Airport) is expected to be completed in late 2013 and will be fully operational by January 2014. The new airport will offer direct international jet service from the U.S., Canada and Europe. Upon completion, the terminal building will contain a departure lounge, concessions area, rooftop restaurant, a conference center facility with a rooftop garden and vehicle parking.

To learn more about all St. Vincent and the Grenadines has to offer, visit www.discoversvg.com.



The Caribbean you're looking for

St. Vincent
and
The Grenadines

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9/13, 10/11 and 11/8 Inside Report e-Newsletter Banner

travelweek insider report

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September 13, 2012

At monarc.ca, Canadian travellers post their ratings and feedback about recently-visited hotels and resorts. Each month Travelweek's Insider Report delivers Monarc.ca's three highest-ranking hotels in the categories of **Best Overall**, **Best Beaches**, **Best for Families**, **Best for Couples** and **Quality and Price**. You can share this information with your clients and link through to the reviews on monarc.ca.



best overall



1 Iberostar Grand Hotel Paraiso

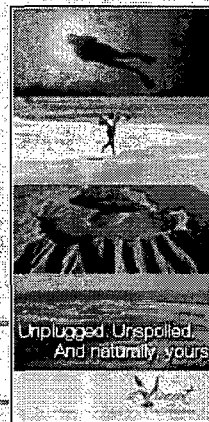
2 Excellence Playa Mujeres

3 Royal Hideaway Playacar

best beaches



1 Club Los Delfines ***1/2




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9/21, 10/19 and 11/16 The Hub e-Newsletter Banner

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Quick turnaround: Short-duration sailings catching on with cruise lines and passengers

Forget about a world cruise – most clients don't have the time for a two-week or even a one-week cruise. In response more and more cruise lines are experimenting with short duration cruises, a move that opens up the market especially for first-time cruisers. Short cruises are historically the entry market for the industry and are effective in building interest in the newer ports, says Cruise Lines International Association (CLIA). Cruise lines have come onboard with more short-duration offerings, to the point that a top line like Carnival now devotes 50% of its capacity to short cruises.



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ST. VINCENT AND
THE GRENADINES

THE RIGHT MIX FOR NUPTIALS

Over the years, St. Vincent and the Grenadines (SVG) have become a popular choice for destination weddings, as well as honeymoons. As a result, there are now a number of professional wedding coordinators, catering companies and photographers, along with a trusted network of reputable and reliable suppliers, whose combined experience and local knowledge ensure that the couple and their guests have ample time to relax and enjoy these lovely islands at their leisure. SVG possesses all of the necessary ingredients to ensure a perfectly romantic wedding day. There are countless venues from which to choose: sandy-white beaches, a hilltop at sunset, sailing around a picturesque harbour, a lush tropical garden surrounded by colorful blooms, a charming island church, or even a deserted island – the choice is all yours. Couples can be confident that the wedding planner/consultant that they work with in SVG will look after every detail. The list of services offered is extensive and includes arrangements for obtaining the wedding licence, selecting a minister, providing witnesses, floral bouquet, boutonniere, formal arrangements, photographer, videographer, a traditional wedding cake, and for a special touch, a steel pan duo can be arranged to play at the wedding dinner.

SVG's fascinating history stretches into the past for centuries, and much of it is still on display throughout the islands. What this means for betrothed couples: plenty of picturesque and timeless settings for saying "I do." The main island of St. Vincent is home to the oldest botanical gardens in the Western Hemisphere. With wide lawns, tropical flora from around the world, and historical plants like St. Vincent's original breadfruit tree, an event here is a perfect way to infuse the ceremony with the island's rich culture.

The "Old Fort" in Bequia was built in the 18th century as a defence strategy against invaders; today, it is renowned as an historic plantation, offering panoramic views of the southern Grenadines. Thirty acres of tropical gardens surround the castle-like property's six guestrooms, all decorated with Old World charm. Couples can choose to marry at the main mansion perched above the ocean, or enjoy a sunset hilltop ceremony.

All that rustic charm doesn't outline SVG's modern wedding services, offering all the amenities and sophisticated touches found back at home – and, in most cases, without the lavish price tag. Dedicated SVG wedding planners will walk couples (and agents, if they're taking part in the planning of the ceremony) through a range of locations and other selection wedding packages that start with basics like a minister and marriage licence, and end as extravagant as a fully inclusive wedding-day cruise to the Tobago Cays.

For additional info on SVG weddings and even local wedding planners to work with, visit: www.discoversvg.com.





The Caribbean you're looking for




Three Best Things About Marrying/Honeymooning in SVG:

1. SVG's off-the-beaten track location, lack of busy crowds, and top-notch private islands and boutique hotels means couples are relaxing to ultimate romantic seclusion.
2. Due to a lack of corporate colonization and chain hotels, a destination wedding in SVG is a truly authentic and personalized experience. Couples' every need is catered to – there is no mass wedding production set-up in SVG. The private islands (Young Island Resort www.youngisland.com, Petit St. Vincent www.petitstvincent.com, and Palm Island www.palmislandstvgrenadines.com) have on-site wedding planners that cater to couples every whim, and wedding planners that offer personalized and unique wedding options.
3. SVG offers couples a wealth of less-explored attractions and sites, in addition to great diving, sailing and soft adventure. A trip to SVG means the ability to island-hop between the Grenadines, as well, Tobago Cays, Mayreau and Union Island are off-the-beaten track must-see highlights.







Head over heels!


Fall in love with the islands
that have everything.



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The Caribbean you're looking for



ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CAUVAN, MAYREAU, TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETIT ST. VINCENT

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St. Vincent
The Grenadines
The Caribbean you're looking for

ST. VINCENT AND THE GRENADINES

A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines (SVG) is a place of quiet luxury, waters, unspoiled forests, and stunning white-sand beaches. It is a destination for those seeking a truly off-the-beaten-path getaway.

With its casual, unpretentious, authenticity, friendly people and deep wealth of unspoiled natural attractions, this collection of islands and cays in the Windward Islands is a life-renewing experience. From the towering La Soufriere volcano at 4,098 ft., to the oldest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer. South of St. Vincent, the Grenadines are rising across 40 miles of typically tranquil waters, making these paradise seas prized for sailing, diving and snorkeling. Only eight islands are inhabited. Young Island is a private retreat that is only 200 yards off the southern coast of St. Vincent. Bequia, the largest of the island chain, is a charming enclave that retains its age-old boat building and fishing traditions. Continuing south, Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent are also delightfully undeveloped compared to many popular Caribbean islands. Another must see is the Tobago Cays, five islands protected by a huge horseshoe reef.

Despite these outward whispers beyond the grip of excessive commercialism, you'll find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries. And when it comes to accommodations, SVG extends a welcoming hand of hospitality to just about every taste and wallet, from intimate, local, family-owned homes to boutique properties with as much soul and spirit as the Vincentians themselves, to private island resorts that promise a complete and perfect hideaway far from the maddening crowd. For all their charming remoteness, these islands have something for everyone, whether it be the family traveler, the solace and romance-seeker, or the adventurous explorer.

SAILING

Sail into SVG and experience the unforgettable magic of dropping anchor in secluded bays and lagoons with turquoise seas and powder white sand beaches. Anchorages on the inhabited islands offer charming towns, remote villages and pristine beaches. There are a number of charter companies operating out of SVG that offer full boat charters, skippered yachts or day trips.

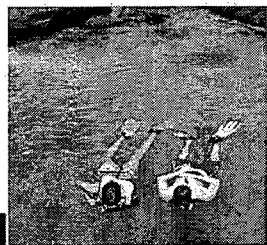
DIVING & SNORKELLING

The underwater world of SVG offers something for divers of all levels - from a resort course graduate anxious to get up close and personal with marine "critters," to an experienced diver aspiring for the next photographic trophy. Divers will enjoy a wide range of sites, including walls, reef, wreck and "muck" dives.

ECO-ADVENTURES

Hike to the top of a volcano, to stunning waterfalls, or along scenic coastal paths. Snuba dive or snorkel over coral reefs, photograph resident critters or green turtles. Go whale and dolphin watching, explore forests in each of the St. Vincent Parks, meander through tropical gardens, or dream yourself to sleep on a beautiful beach.

STUNNING VISTAS AWAIT VISITORS



WEDDINGS & HONEYMOONS

From sandy white beaches, picturesque harbors, lush tropical gardens, charming churches, or a deserted island, SVG has much to offer for weddings and honeymoons. There are a number of professional wedding coordinators, catering, photographers and photographers, whose combined experience and local knowledge ensure the couple and their guests have time to relax and enjoy these lovely islands.

NEWS

Home to such attractions as La Soufriere, the famous volcano; Mustique, playground of the stars; and the location for the film *Pirates of the Caribbean*, SVG is also benefiting from capital projects implemented to make the country more attractive to, and better able to host international visitors including: the development of the new Argyle International Airport (scheduled to open in 2014), which will offer direct international jet service from the U.S., Canada and Europe; the opening of Buccament Bay Resort (on St. Vincent), the newest and largest all-inclusive luxury property; the multi-million dollar renovation of Petit St. Vincent (PSV), the 115-acre private island hideaway in the Grenadines; a new SVG mobile travel app; and much more!

For more information, visit www.discoversvg.com.

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St. Vincent
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Happy Thanksgiving to everyone

Posted in News on 2012-10-08

To all of our readers, the gang here at Press Today wants to wish you a warm and happy Canadian Thanksgiving Day ... and while you sit back, relax and get ready to enjoy what we're sure will be a great and festive dinner -- with all the trimmings -- we thought you might like to keep up on the latest news. So Happy Thanksgiving ... stay safe, have fun and most of all enjoy.

[Full Story](#)

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TIG travel insurance

Around the World with CTP

Posted in News on 2012-10-08

In celebration of Canadian Travel Press' (CTP) 45th anniversary, Baxter Travel Media is holding an "Around the World with CTP Photo Contest" where readers are invited to take a copy of the magazine along with them during their travels and get a unique picture taken with it. The more original the better (the sample picture was taken at Mystic Mountain in Jamaica). A grand prize winner will receive \$245, second place \$145...

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9/19 TravelBlast Email

Subject Line: St. Vincent and the Grenadines, the Unplugged and Unspoiled Caribbean

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A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines (SVG) is a place of quiet azure waters, unspoiled forests, and stunning white sand beaches. It is a destination for those seeking a truly off the beaten path getaway.

With its casual, unpretentious atmosphere, friendly people and deep wealth of natural attractions, the collection of islands and cays is a life-renewing experience. From the imposing La Soufriere volcano to the richest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer. South of St. Vincent, the Grenadines are strung across 40 miles of typically tranquil waters. Only eight of these islands are inhabited. Young islands, Bequia, Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent. For all their charming remoteness, these islands have something for everyone - the family traveler, the romance-seeker, or the adventurous explorer. Another must see is the Tobago Cays, a line of five atoll islands protected by a huge limestone reef.

You'll find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries for your clients. When it comes to accommodations, SVG extends a welcoming hand of support hospitality to just about every taste and wallet, from intimate inns, family-owned resorts and boutique properties to private island resorts.

To learn more, visit www.svg-tourism.com.



St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

Subject Line: Hidden Gems of St. Vincent and the Grenadines

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1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.



Visitors may visit James M. Smith, Curator, Museum, 10000 Lakehurst Drive, Fort Worth and Lake to Service.

12/5 TravelBlast Email

Subject Line: St. Vincent and the Grenadines' New International Airport

Travelblast

St. Vincent and the Grenadines, the Unplugged and Unspoiled Caribbean!

Home to such diverse attractions as La Soufriere, the famous volcano; Mustique, playground of the stars and the Royals; and the location for the film Pirates of the Caribbean, St. Vincent and the Grenadines (SVG) is benefiting from numerous capital projects implemented to make the country more attractive and better able to host international visitors, including the building of the country's first international airport.

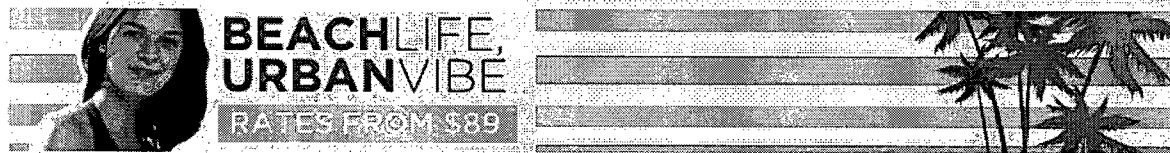
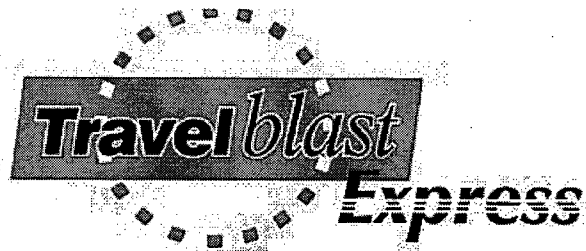
Specifically, the construction of Argyle International Airport is the largest development project ever undertaken (US\$240MM) in SVG and is a critical cog in the evolution of the multifaceted, multi-island destination's growing hospitality sector. It is financed by the SVG government, as well as by grants and donations from a diverse group of countries. The new Argyle International Airport (which will replace the existing ET Joshua Airport) is expected to be completed in late 2013 and will be fully operational by January 2014. The new airport will offer direct international jet service from the U.S., Canada and Europe. Upon completion, the terminal building will contain a departure lounge, concessions area, rooftop restaurant, a conference center facility with a rooftop garden and vehicle parking.

To learn more about all St. Vincent and the Grenadines has to offer, visit www.discoversvg.com.



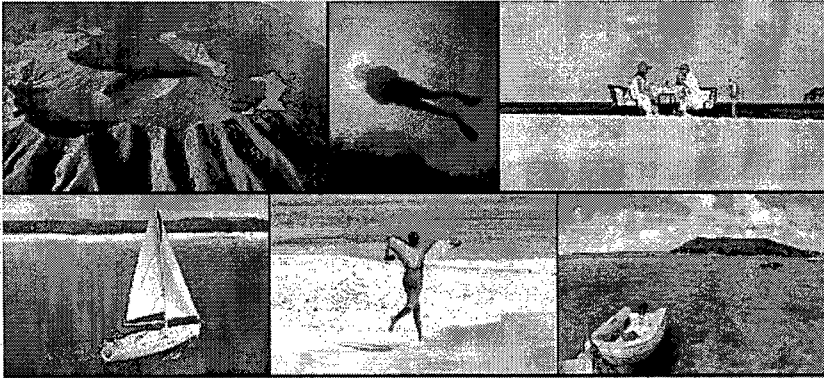
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Small Island, Big Attractions

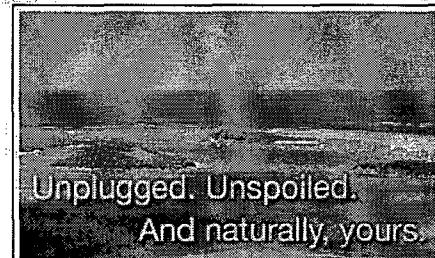
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St. Vincent and the Grenadines
The Caribbean you're looking for

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ST. VINCENT AND THE GRENADINES
2012 U.S. MEDIA CAMPAIGN PROPOSAL

CATEGORIES/ PUBLICATIONS	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	FREQUENCY	Q1 & Q2 COST	Q3 & Q4 COST	TOTAL COST	TOTAL VALUE	NEGOTIATED SAVINGS
CONSUMER MARKETING/WEBSITES																		
Destination Weddings & Honeymoons																		
Unique Visitors Per Month: 20,881																		
Full page ad																		
Cost: \$13,802.35																		
Destination Wedding Full Page ad																		
Cost: \$13,802.35																		
Honeymoon Center Banners																		
Cost Per Month: \$500,000																		
Value Added Units:																		
- Full page ad with each full page ad in 5 issues																		
- Digital Resource (Wedding & Honeymoons) 2 mo.																		
- Wedding Essentials e-book and online lead generation with each ad																		
- HWT Search report: SWG ad performance																		
- Report: Tag Performance																		
Cost: \$0.00																		
Brand Online Magazine																		
Circulation: 140,028																		
Full page ad																		
Cost: \$0.00																		
Destination Weddings & Honeymoons																		
Circulation: 100,000																		
Unique Visitors Per Month: 87,798																		
Full page ad																		
Cost: \$5,000.00																		
Leadboard Page Banner																		
Cost: \$0.00																		
Destination Weddings & Honeymoons																		
Circulation: 175,000																		
Unique Visitors Per Month: 133,000																		
SocialLiving Custom Newsletter																		
Cost: \$5,223.53																		
SportDiver Custom Newsletter																		
Cost: \$5,223.53																		
3 month run-of-site 728x90 on SocialLiving																		
Cost: \$5,223.53																		
3 month run-of-site 300x250 on SportDiver																		
Cost: \$3,301.18																		
4-page One Guide with 5,000 reprints																		
Cost: \$34,117.65																		
Value Added Units:																		
- Travel Deal Listing 3 months																		
- 12-month bank card charged on sites																		
Cost: \$0.00																		
Destination Weddings & Honeymoons																		
Circulation: 100,000																		
Unique Visitors Per Month: 7,915																		
1/2 page 4-color ad																		
Cost: \$4,990.00																		
Value Added Units:																		
- 1/2 page 4-color ad																		
- All print ads featured in e-line version																		
Cost: \$0.00																		
Destination Weddings & Honeymoons																		
Circulation: 100,000																		
2-year online listing with text link and logo, clickable to website																		
Cost: \$469.41																		

ST. VINCENT AND THE GRENADINES
2012 U.S. MEDIA CAMPAIGN PROPOSAL

SALES - www.sailmagazine.com									
Circulation:	102,000								
Unique Visitors Per Month:	45,000								
1/2 page print ad									
Cost:	\$4,705.88								
Full page print ad									
Cost:	\$4,705.88								
Cost Escape Contest									
Cost:	\$4,117.65								
E-Market (Promotion for Contests)									
Cost:	\$4,117.65								
300x250 unid-size banners, 9 mo.									
Cost per month:	\$995.88								
728x90 unid-size banners, 9 mo.									
Cost per month:	\$995.88								
Expanded ad (6 paid, 1 bonus free)									
Cost per issue:	\$1,117.65								
Charter Sponsor Title banner ad, 9 mo.									
Cost per month:	\$360.00								
SAILFest Blogsite Co-Sponsorship									
Cost per month:	\$200.00								
- 300x250 and 728x90 ads on all pages									
- Persons in all SAILFest photos (digital and print)									
- S/VG Blog included on site (via RSS feed or direct post)									
Cost per month:	\$1,676.47								
GENERAL DESTINATION									
Circulation:	100,000								
Unique Visitors Per Month:	175,000								
Expected circulation by end of 2012:									
Full Page Ad (January/February issue)									
Cost:	\$11,765.00								
Full Page Ad (March/April issue)									
Cost:	\$14,350.00								
Value Added Units:									
- Reader Service Listing in issues ad is featured									
Cost:	\$0.00								
Circulation & Life									
Circulation:	150,000								
Unique Visitors Per Month:	99,953								
Full Page Ad + Full Page Advertisement									
Cost:	\$18,500.00								
Medium Rectangle 300x250 Above the Fold									
Cost:	\$0.00								
Unid-size									
Circulation:	200,000								
1/2 Page Ad									
Cost:	\$0.00								
Premiere's Travel Radio Show									
Circulation:	110,000								
License:	\$2,617.05								
Airs 111 times across US with coverage of 53.65% of the country									
13 week campaign (spring and fall)									
Cost per week:	\$2,617.05								
- Two 60 second network commercials each week read by Pauline/Arthur									
- Two 10 second network commercials each week read by Pauline/Arthur									
- Two 30 second network commercials each week read by Pauline/Arthur									
- Web Banner on travel page of WOR710.com									
100,000 Impressions									
TOTAL - CONSUMER									
Recommendations / Recommendations.com									
Unique Visitors Per Month:	50,000								
Cost:	\$4,000.00								
12 months promotion program									
Cost:	\$48,000.00								
- Agent Transaction Member creation, management, maintenance									
- Online Education Program Renewal									
- 12 month network maintenance & CITC Accreditation Renewal									
- Education Specialist Provider									
- 1/2 page spread ad in three issues of magazine									
- 200x250 unid-size banners, 12 mo.									
80,000 Impressions									
- Monthly Email Alerts (12 total)									
400,000 Impressions									
- Recommended Weekly e-mail feature stories (5)									
225,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
(one hour at ASTA or Vacation.com for SVG rep solicitation program)									
TOTAL - TRADE OUTREACH									
Recommendations / Recommendations.com									
Unique Visitors Per Month:	50,000								
Cost:	\$48,000.00								
12 months promotion program									
Cost:	\$48,000.00								
- Agent Transaction Member creation, management, maintenance									
- Online Education Program Renewal									
- 12 month network maintenance & CITC Accreditation Renewal									
- Education Specialist Provider									
- 1/2 page spread ad in three issues of magazine									
- 200x250 unid-size banners, 12 mo.									
80,000 Impressions									
- Monthly Email Alerts (12 total)									
400,000 Impressions									
- Recommended Weekly e-mail feature stories (5)									
225,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
(one hour at ASTA or Vacation.com for SVG rep solicitation program)									
TOTAL - TOTAL									
Recommendations / Recommendations.com									
Unique Visitors Per Month:	50,000								
Cost:	\$48,000.00								
12 months promotion program									
Cost:	\$48,000.00								
- Agent Transaction Member creation, management, maintenance									
- Online Education Program Renewal									
- 12 month network maintenance & CITC Accreditation Renewal									
- Education Specialist Provider									
- 1/2 page spread ad in three issues of magazine									
- 200x250 unid-size banners, 12 mo.									
80,000 Impressions									
- Monthly Email Alerts (12 total)									
400,000 Impressions									
- Recommended Weekly e-mail feature stories (5)									
225,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
(one hour at ASTA or Vacation.com for SVG rep solicitation program)									
TOTAL - TOTAL									
Recommendations / Recommendations.com									
Unique Visitors Per Month:	50,000								
Cost:	\$48,000.00								
12 months promotion program									
Cost:	\$48,000.00								
- Agent Transaction Member creation, management, maintenance									
- Online Education Program Renewal									
- 12 month network maintenance & CITC Accreditation Renewal									
- Education Specialist Provider									
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- Recommended Weekly e-mail feature stories (5)									
225,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
(one hour at ASTA or Vacation.com for SVG rep solicitation program)									
TOTAL - TOTAL									
Recommendations / Recommendations.com									
Unique Visitors Per Month:	50,000								
Cost:	\$48,000.00								
12 months promotion program									
Cost:	\$48,000.00								
- Agent Transaction Member creation, management, maintenance									
- Online Education Program Renewal									
- 12 month network maintenance & CITC Accreditation Renewal									
- Education Specialist Provider									
- 1/2 page spread ad in three issues of magazine									
- 200x250 unid-size banners, 12 mo.									
80,000 Impressions									
- Monthly Email Alerts (12 total)									
400,000 Impressions									
- Recommended Weekly e-mail feature stories (5)									
225,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
(one hour at ASTA or Vacation.com for SVG rep solicitation program)									
TOTAL - TOTAL									
Recommendations / Recommendations.com									
Unique Visitors Per Month:	50,000								
Cost:	\$48,000.00								
12 months promotion program									
Cost:	\$48,000.00								
- Agent Transaction Member creation, management, maintenance									
- Online Education Program Renewal									
- 12 month network maintenance & CITC Accreditation Renewal									
- Education Specialist Provider									
- 1/2 page spread ad in three issues of magazine									
- 200x250 unid-size banners, 12 mo.									
80,000 Impressions									
- Monthly Email Alerts (12 total)									
400,000 Impressions									
- Recommended Weekly e-mail feature stories (5)									
225,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
(one hour at ASTA or Vacation.com for SVG rep solicitation program)									
TOTAL - TOTAL									
Recommendations / Recommendations.com									
Unique Visitors Per Month:	50,000								
Cost:	\$48,000.00								
12 months promotion program									
Cost:	\$48,000.00								
- Agent Transaction Member creation, management, maintenance									
- Online Education Program Renewal									
- 12 month network maintenance & CITC Accreditation Renewal									
- Education Specialist Provider									
- 1/2 page spread ad in three issues of magazine									
- 200x250 unid-size banners, 12 mo.									
80,000 Impressions									
- Monthly Email Alerts (12 total)									
400,000 Impressions									
- Recommended Weekly e-mail feature stories (5)									
225,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
(one hour at ASTA or Vacation.com for SVG rep solicitation program)									
TOTAL - TOTAL									
Recommendations / Recommendations.com									
Unique Visitors Per Month:	50,000								
Cost:	\$48,000.00								
12 months promotion program									
Cost:	\$48,000.00								
- Agent Transaction Member creation, management, maintenance									
- Online Education Program Renewal									
- 12 month network maintenance & CITC Accreditation Renewal									
- Education Specialist Provider									
- 1/2 page spread ad in three issues of magazine									
- 200x250 unid-size banners, 12 mo.									
80,000 Impressions									
- Monthly Email Alerts (12 total)									
400,000 Impressions									
- Recommended Weekly e-mail feature stories (5)									
225,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
- Recommended Weekly e-mail quick links (6)									
270,000 Impressions									
(one hour at ASTA or Vacation.com for SVG rep solicitation program)									
TOTAL - TOTAL									
Recommendations / Recommendations.com									
Unique Visitors Per Month:	50,000								

Martha Stewart Weddings &
MarthaStewartWeddings.com

Full Page Ad – 5 issues (Spring, Summer, Fall, Destination Weddings, Winter)
Circulation: 220,883 per issue



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The Caribbean
you're looking for

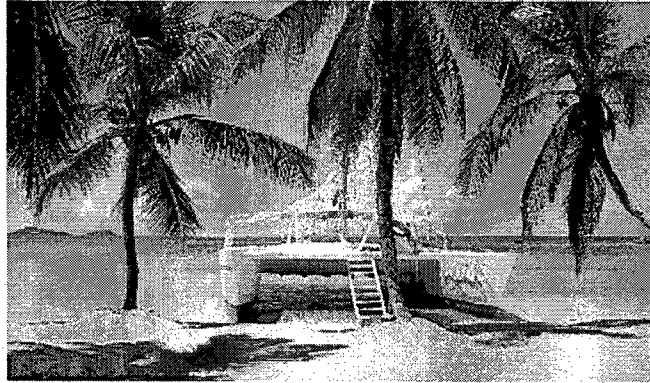


Fall Full Page Advertorial
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hidden gems

on St. Vincent and the Grenadines

A collection of 30 unspoiled islands and cays in the secluded Southern Caribbean, St. Vincent and the Grenadines offers something for every interest on your honeymoon, including some of these hidden treasures.

The Tobago Cays, a protected wildlife reserve of five islets bordered by a giant horseshoe reef, is a renowned kiting, snorkeling and scuba diving mecca. It also has small sand beaches that are perfect for an afternoon barbecue. There remain few places on earth today that can match the uncommerced natural beauty, easy accessibility and "feel good" tranquility of the Tobago Cays. The waters, with their ever-changing kaleidoscope of blues, greens and seemingly limitless shades of aquamarine, create a truly picture perfect background.

Mopion, the quintessential deserted island, is a dot of brilliant white sand that seems to float magically in the clear turquoise sea. With nothing more on it than a singular thatched umbrella, it is the idyllic setting for an intimate picnic.

Sankhale Bay on Mayreau Island is a perfectly half-moon-shaped beach outlined by palm trees. It is one of—if not the—most beautiful beaches in St. Vincent and the Grenadines. With only 250 residents, the island—which has no airports, no roads and no banks—will offer couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit discoverstvg.com.



Scan the tag to plan your honeymoon with our Romance packages.



Destination Weddings Full Page Advertorial

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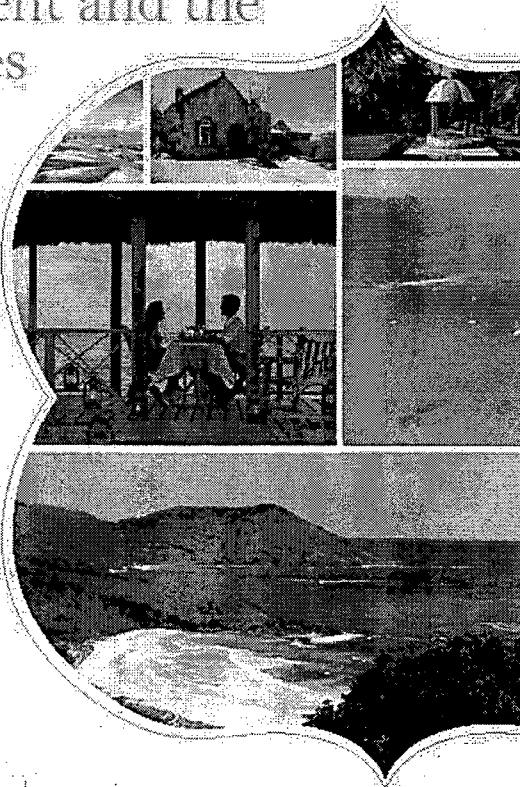
ROMANTIC HIDEAWAYS of St. Vincent and the Grenadines

The secluded wonders of St. Vincent and the Grenadines have made it a cherished destination for weddings and honeymoons. There are countless romantic settings from which to choose: sandy white beaches, a hilltop at sunset, a sail around a picturesque harbor, a lush tropical garden surrounded by colorful blooms, a charming island church, or even a deserted island.

Weddings are unforgettable against the islands' picturesque and timeless backdrops. St. Vincent has the oldest botanical gardens in the Western Hemisphere. The castle-like "Old Fort" in Bequia is a renowned historic plantation today.

Or escape to Morion, the quintessential deserted island. Empty except for a thatched umbrella, this tiny sandbar surrounded by a coral reef in turquoise waters creates an idyllic setting for an intimate wedding.

The private island resorts all have on-site wedding planners, including Young Island Resort, Palm Island Resort, and Petit St. Vincent Resort. They ensure every detail is perfection so visitors can enjoy their time together. While at St. Vincent and the Grenadines, couples discover endless ways to say, "I do."



Scan the tag
to plan your
honeymoon
with our romantic
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For more information on wedding
requirements, on-island planners,
and honeymoon information, please
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Winter Full Page Advertorial
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ROMANTIC HONEYMOON GETAWAYS in St. Vincent and the Grenadines

With its towering emerald mountains, unspoiled natural attractions, and turquoise waters, St. Vincent and the Grenadines is an idyllic spot for a romantic honeymoon getaway. Nine inhabited islands each feature a castaway ambience of unspoiled beauty. Honeymoons can easily island-hop amidst picture-perfect vistas, or elegant resorts and private island hideaways.

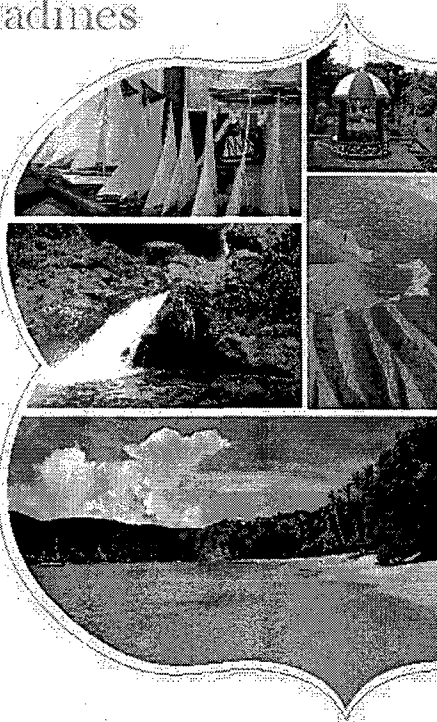
Stroll the paths of the Botanical Gardens.
Founded in 1785, the world-renowned Botanical Gardens bear the distinction of being the oldest in the Western Hemisphere. Get lost in its captivating collection of exotic and rare flowers, plants, and trees.

Test your skills on the Volcano.
Conquer the 4,048-foot summit and take in the stunning scenery.

Take a cruise to Ogeles.
Visit the island's picture-perfect beaches, model boat shops, and quaint villages. The waterfront restaurants in the small town of Port Elizabeth serve delicious Viist Indian fare. Capture breathtaking panoramic views of the town from the 18th-century Fort Hamilton.

Swim in St. Vincent's Water Falls.
A short hike into the forest reveals three separate cascades that flow into the pools of two rivers—a natural spot to cool off with a swim.

Visit discovervbg.com.



St. Vincent and the Grenadines
The Destination You're Looking For

728x90 ROS Banner – Wedding

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weddings

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Head over heels! Fall in love with the islands that have everything. *St. Vincent* The Grenadines

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Honeymoons Where to Go Caribbean Guide Hawaii Guide Mexico Guide Planning Tools Index

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Beach Honeymoon Destinations with Added Appeal

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Beach Honeymoon Destinations with Added Appeal

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Barhopping Majorca,
Spain

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California - Martha Stewart
Weddings Inspiration**
16 people recommend this.

 **Emily and Colby, Marfa, Texas -
Martha Stewart Weddings
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22 people recommend this.

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Warm Winter Getaways

5 of 11

Annarivella, Tangelle, Sri Lanka

Wiggle your toes in the silky sand at this gorgeous resort, and your feet will instantly forgive you for the near-frostbite experience they had last week. Cool and contemporary, the

Head over heels!

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Honeymoons

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 Honeymoons

Beach Honeymoon Destinations with Added Appeal


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Planning the island wedding or honeymoon you have always dreamed of? Whether on a private islet, on a secluded white sand beach or in a quaint church, romantic escapades await couples in St. Vincent and the Grenadines. Learn more now about St. Vincent and the Grenadines.




10% Off TEJANI Jewelry
Glamour and avant-garde style with a touch of ethnic heritage define this contemporary jewelry brand. Buy online and save 10% on your entire TEJANI Jewelry purchase, now through December 2012. Opt in for details.



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When you register with Kohl's Wedding Wishes Gift Registry, you'll find everything you need for a lifetime of bliss. Plus, you can take advantage of our new Ever After Rewards program.



Williams-Sonoma Gift Registry
Register and receive exclusive benefits: 10% completion discount for 6 months, private events and fun cooking classes, bonus gifts, thank you note manager, personal consultants and flexible gift cards!



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125x125 ROS Banner – Wedding

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learn more

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Fill your cars

Cambria

Weddings Resources

Fall in love with the islands that have everything...

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Beaches.

Bridal Guide

Full Page Ad – November/December issue
Circulation: 140,828

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www.discoversvg.com

Whether you get married or have your honeymoon in St. Vincent and the Grenadines, it will be the most romantic time of your life. Enjoy great diving, beaches, sublime sailing, wonderful hotels. Call 1-800-729-1726 or visit www.discoversvg.com.

ST. VINCENT, YOUNG ISLAND, BEQUIA, MUSTIQUE, CANOUAN, MAYREAU, TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETIT ST. VINCENT

The Caribbean
you're looking for



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Destination Weddings & Honeymoons
&
DestinationWeddingMag.com

Full Page Ad – November/December issue
Circulation: 100,000

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Head over heels!

Fall in love with the islands
that have everything.



www.discoversvg.com

Whether you get married or have your honeymoon in
St. Vincent and the Grenadines, it will be the most romantic
time of your life. Enjoy great diving, beaches, sublime sailing,
wonderful hotels. Call 1-800-726-1726 or visit www.discoversvg.com.

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Mega-Banner

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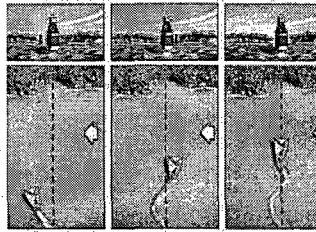
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Judging Leeway

by Tom Cunliffe, Posted March 14, 2012

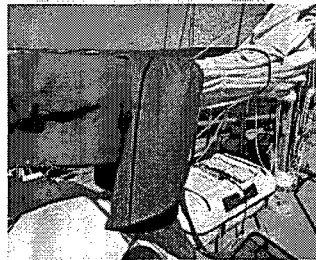
Any boat under way in a crosswind, whether it's a rowboat crossing a lake or a powerful cruiser reaching along the coast, will be pushed sideways to some extent. The effect is called "leeway," and even big ships are subject to it. Sometimes leeway is insignificant; often it is not.



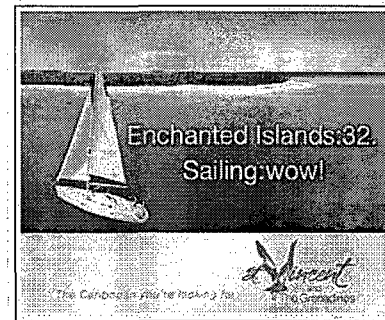
Sail Cover Tactics

by Charles J. Doane, Posted March 14, 2012

Getting a sail cover on and off a mainsail is often harder than it should be. Once it's off the sail, it can be hard to tell which end goes where, and when you spread it out to check, the wind will wrestle you for control of it.



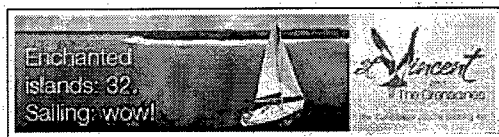
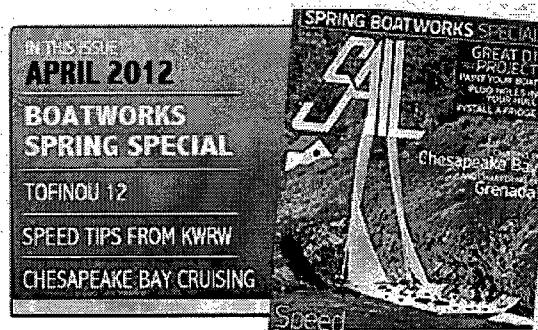
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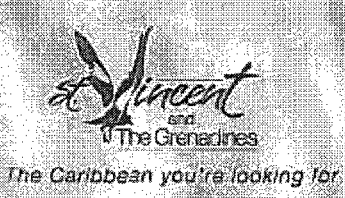

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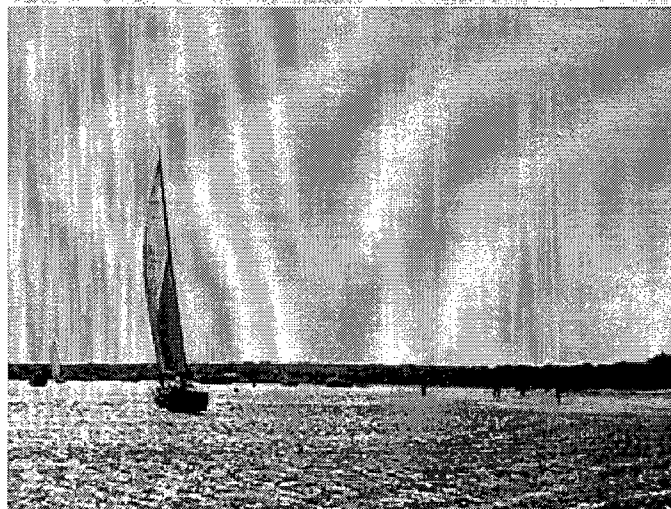
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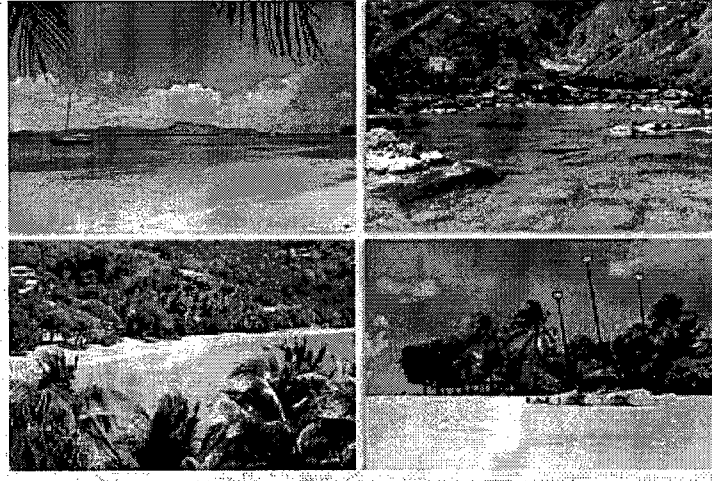
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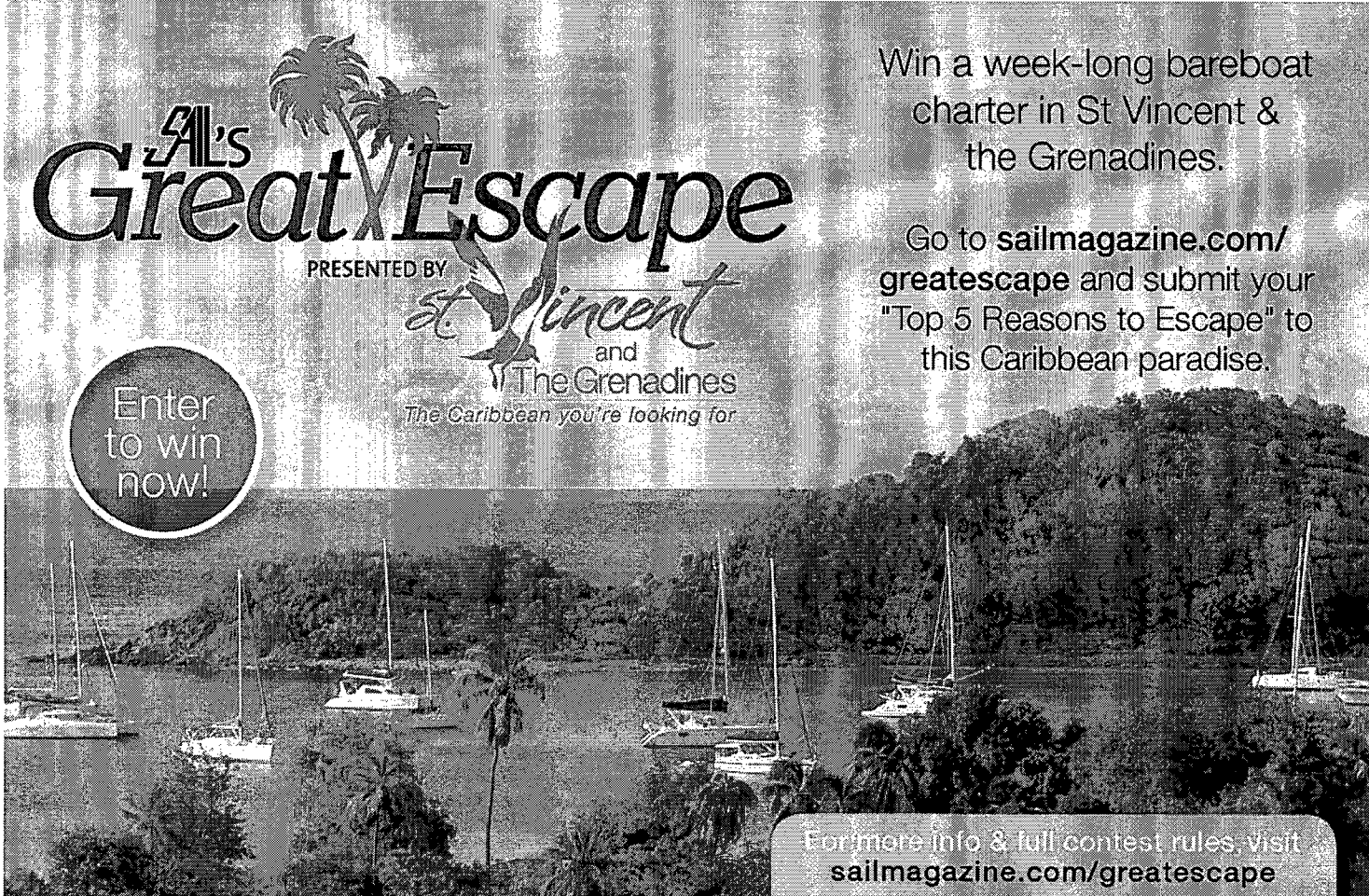
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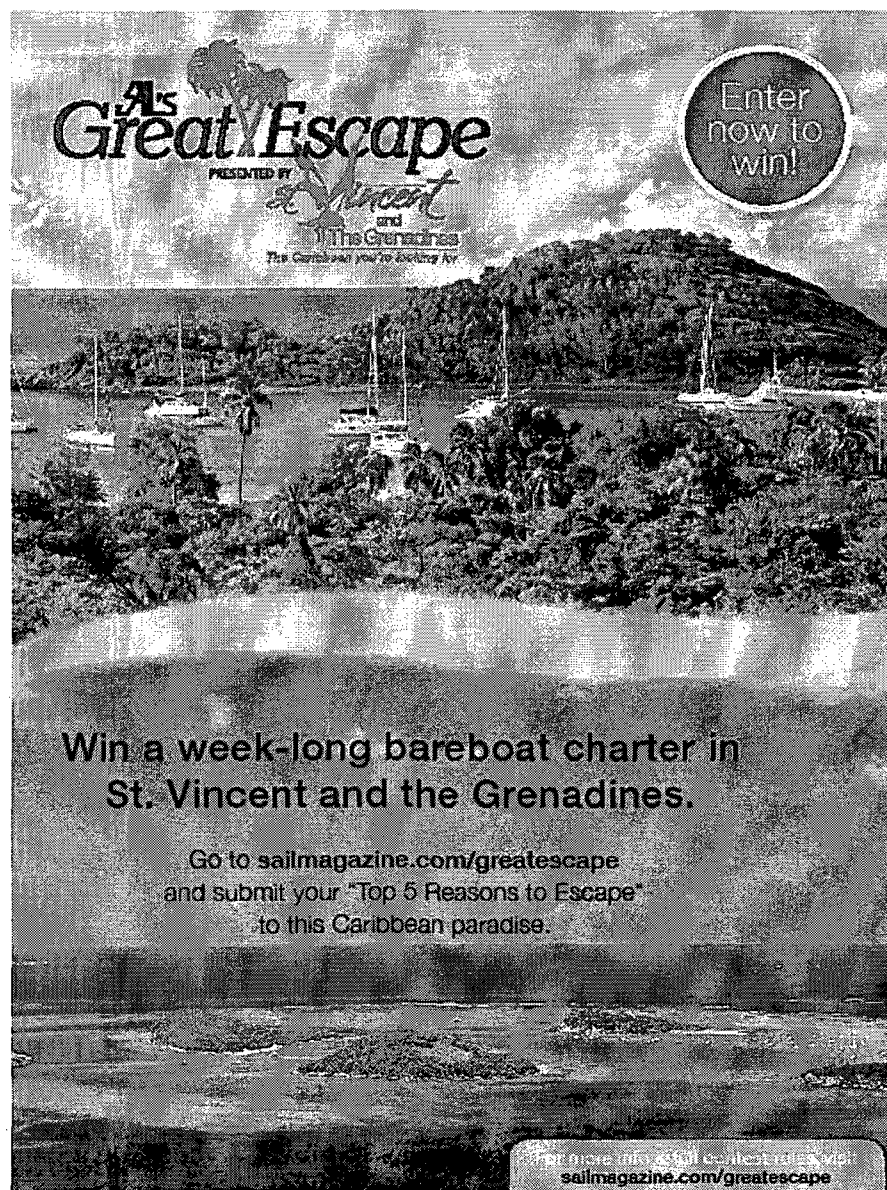
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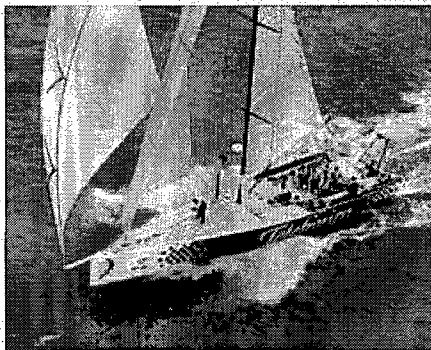
BOATWORKS

A Staysail for Racing

by Win Fowler, Posted August 27, 2012

Ask Sail: I own a 1973 C&C 30. It came with a staysail, which I have never flown. We typically use a mainsail, jib and spinnaker. We race frequently, and I am wondering if the boat would be faster with the staysail on.

FULL STORY



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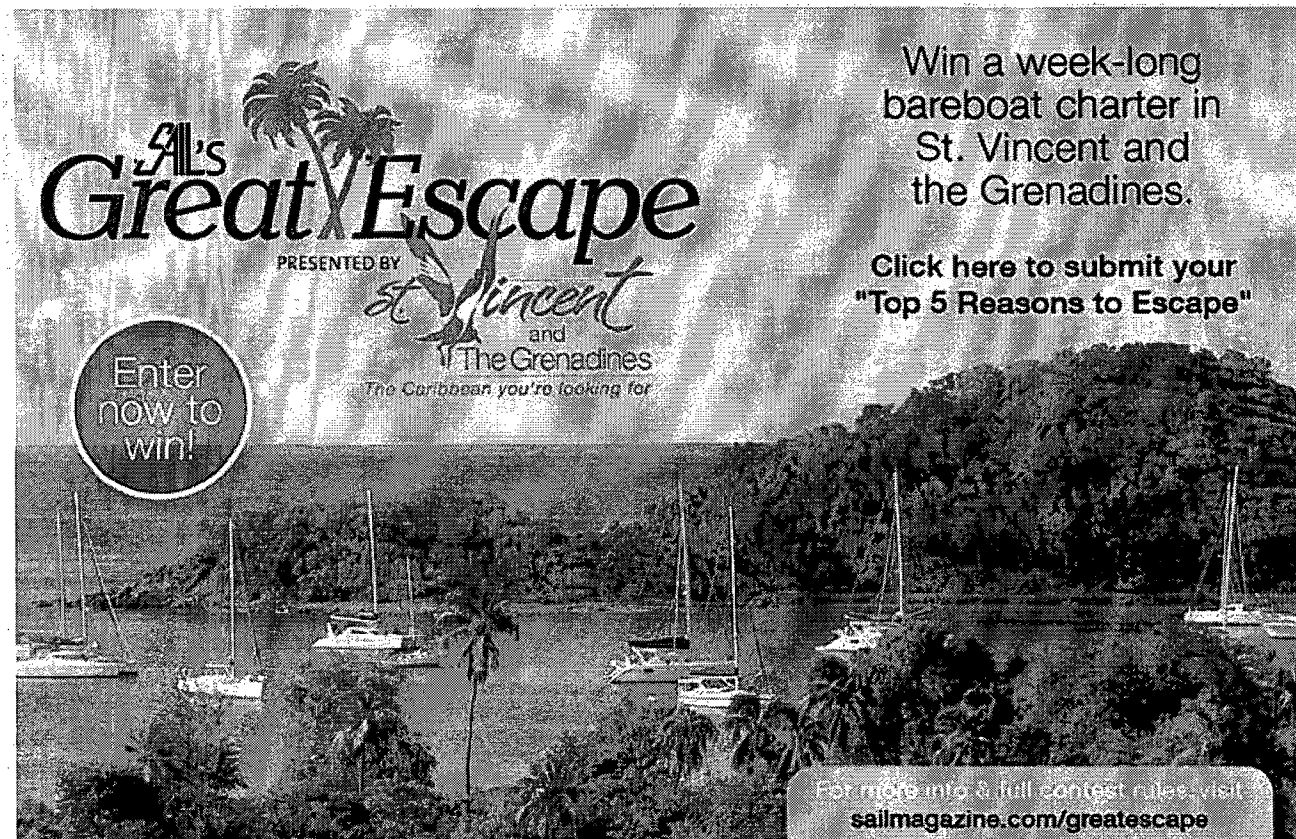
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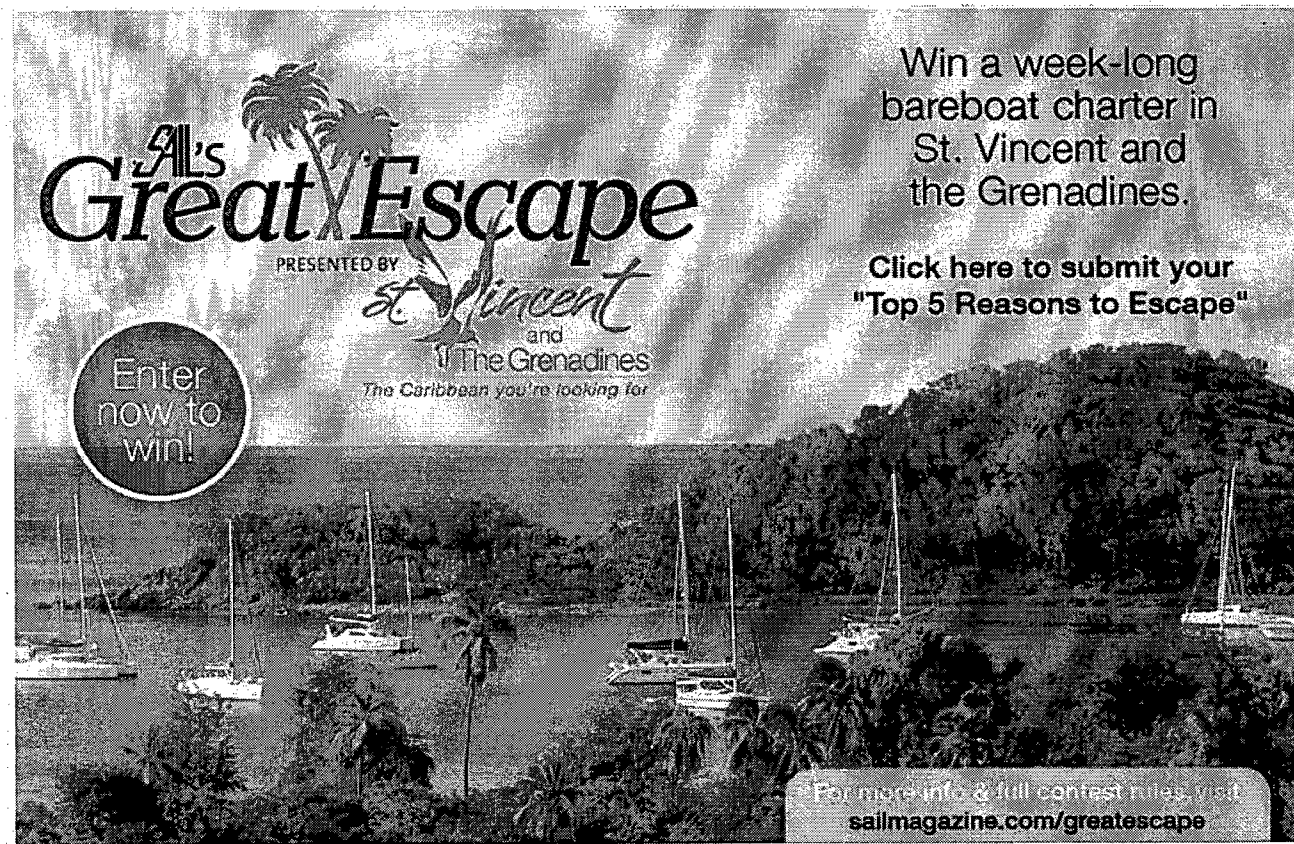
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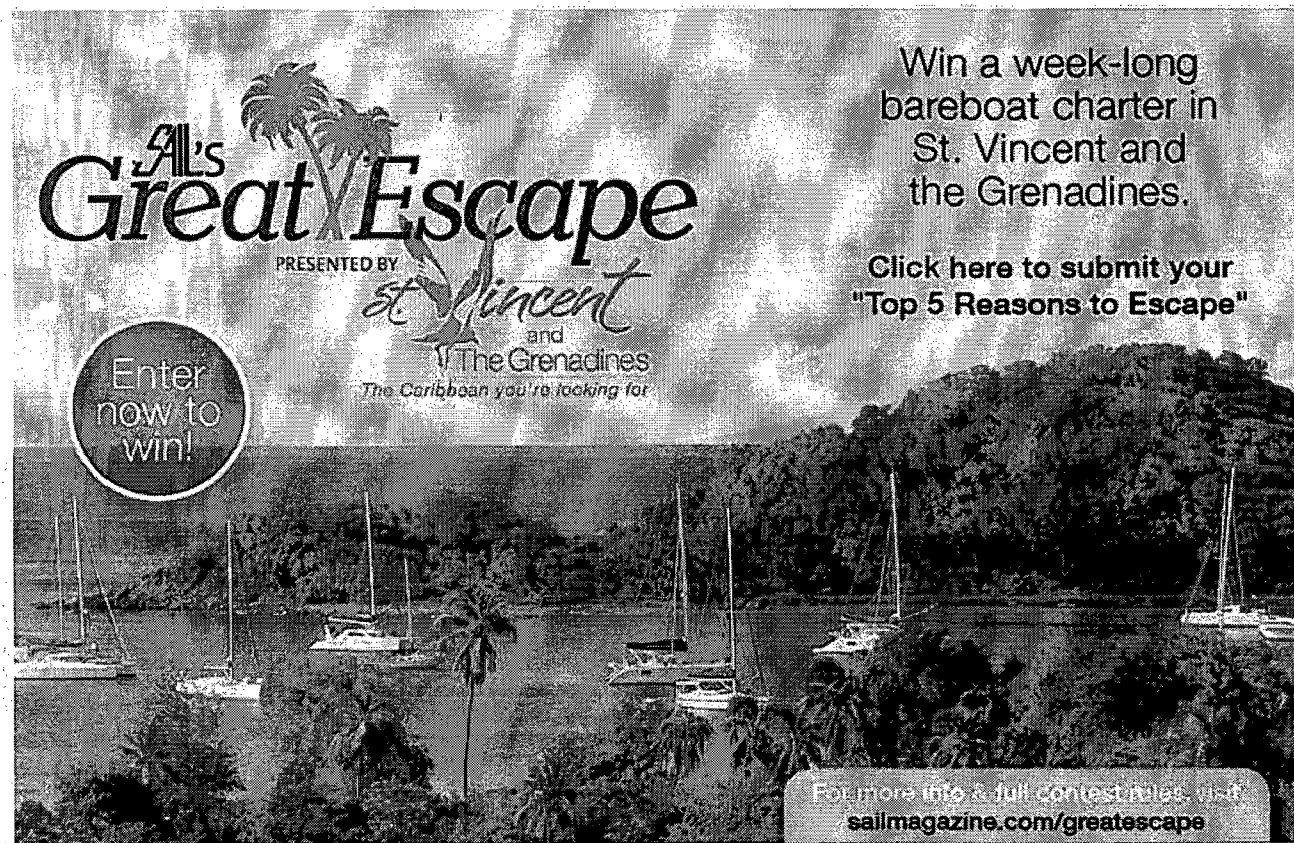
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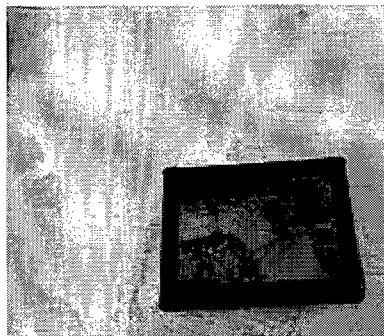
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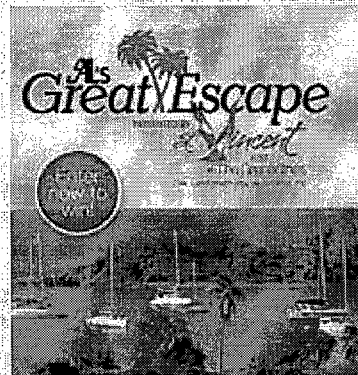
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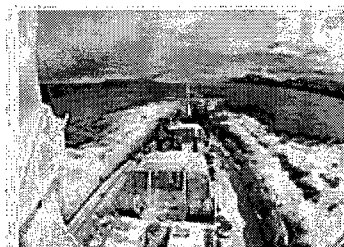
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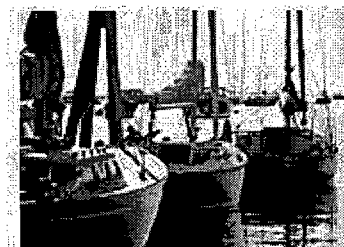


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Williams wins his first regatta of the 2012 Series



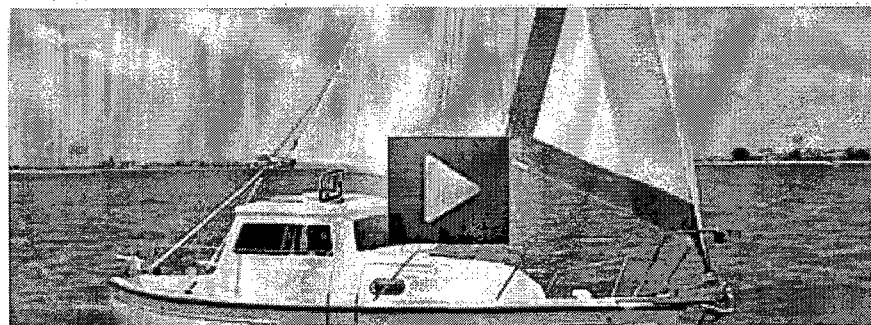
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July 17th

CRUISING MEMORIES: Island of the Tripping Squirrels
 POSTED BY CHARLES J. DOANE // JULY 17, 2012 // [COMMENT @ COMMENTS](#)
Cruising, Maine, boats, squirrels, halibut, dory.



On returning from a solo cruise to Mt. Desert Island in Maine some years ago, I stopped and anchored for the evening next to an uninhabited islet off the northwest corner of Swans Island.

At least I thought it was uninhabited...

The sun was already low in the western sky, but I thought perhaps there was just enough daylight left for an expedition ashore. The tiny island beckoned to me. I hurried through my chores-rigged a snubber line on the anchor rode, snugged the sails down for the night-and then jumped in my tender and pulled for a thin stone strand I could see at the foot of a low cliff that ringed the island's shore.

David Mann

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SAILfeed Blogsite – 7/31 Sponsored Blog Post



July
31st

A Week in St. Vincent and the Grenadines

POSTED BY ST. VINCENT AND THE GRENADINES // JULY 31, 2012 // COMMENT (0 COMMENTS)

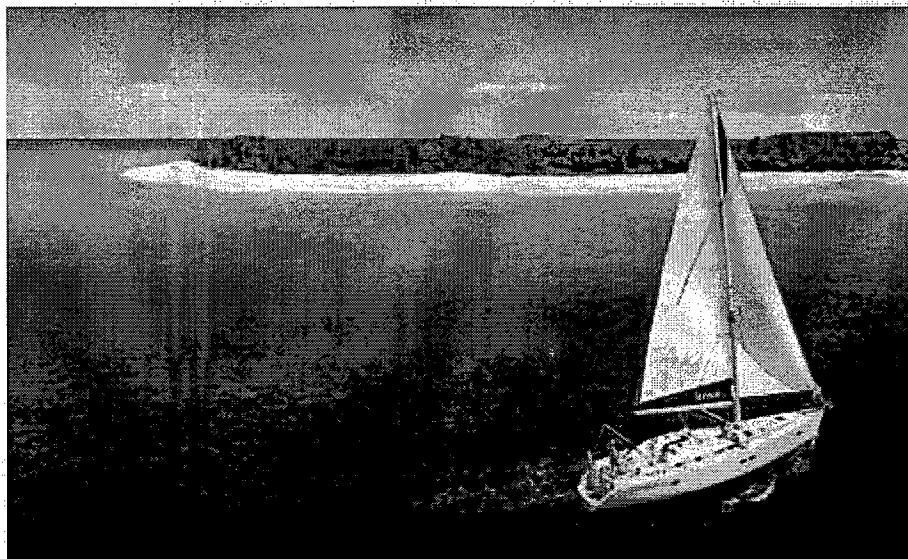
With 32 islands and cays to choose from, visitors can see as much or as little of St. Vincent and the Grenadines as they like. While individualized itineraries can be designed beforehand, a typical 1-week itinerary will cover approximately 90 miles of cruising with distances between islands ranging from two to five hours. While breakfast and lunch are typically taken on board, sandbars that appear with changing tides makes the perfect spot for a picnic. Anchorages on the nine inhabited islands (St. Vincent, Mustique, Bequia, Canouan, Mayreau, Union Island, Palm Island, Young Island, and Petit St. Vincent) offer charming towns, remote villages and pristine beaches for exploring ashore and wonderful restaurants for nightly dinners. Sailors can also spend time in the beautiful Tobago Cays, a protected marine park of small islands on a horseshoe reef offering some of the Caribbean's best snorkeling, where a beach barbeque can be taken ashore. To learn more, visit www.discoverstvg.com.

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SAILfeed Blogsite – 8/8 Sponsored Blog Post



August
8th

Setting Sail in St. Vincent and the Grenadines

POSTED BY ST. VINCENT AND THE GRENADINES // AUGUST 8, 2012 // COMMENT (0)
COMMENTS)

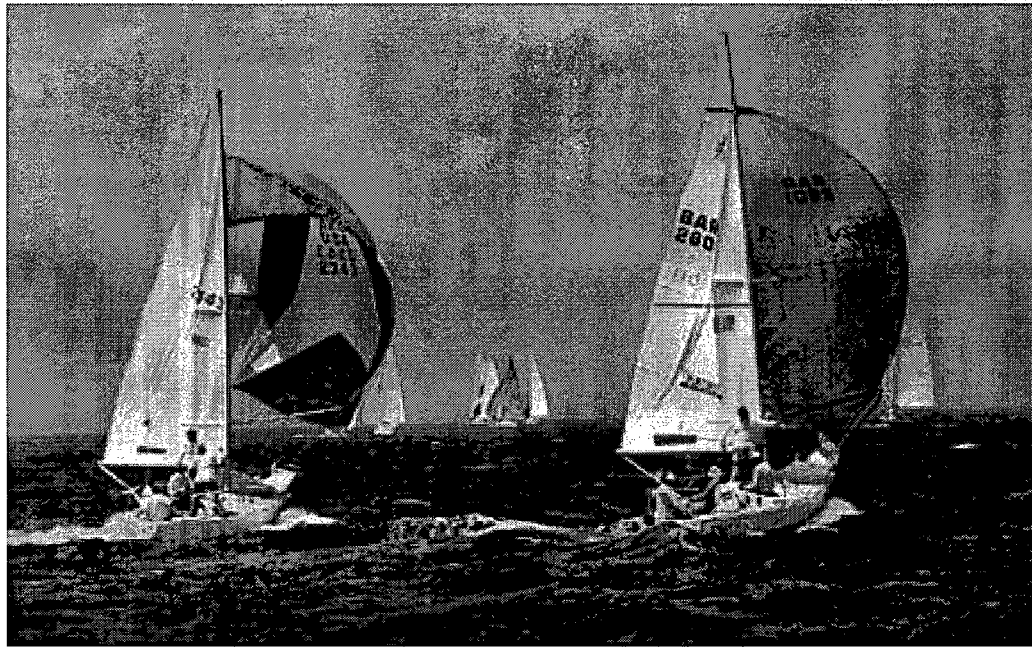
There are a number of charter companies operating out of St. Vincent and the Grenadines. Travelers can contact: TMM Yacht Charters, Barefoot Yacht Charters, Sunsail, The Moorings, or Captain Yannis, for bareboat charters, skippered yachts or a day trip. Everything you need to enjoy the best vacation on board, from snorkeling equipment to fresh bed linens. Professional sailors captain each boat, so vacationers can rest assured that a qualified skipper is at the helm. Boats are fully provisioned before departure according to the special requests or specific dietary requirements of each guest and upon request, a private chef can be hired to handle the preparation of meals. To plan your charter in St. Vincent and the Grenadines, visit www.discoverstv.com.

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SAILfeed Blogsite – 9/4 Sponsored Blog Post



September
4th

Sailing Events in St. Vincent and the Grenadines

POSTED BY ST. VINCENT AND THE GRENADINES // SEPTEMBER 4, 2012 // COMMENT (0 COMMENTS)

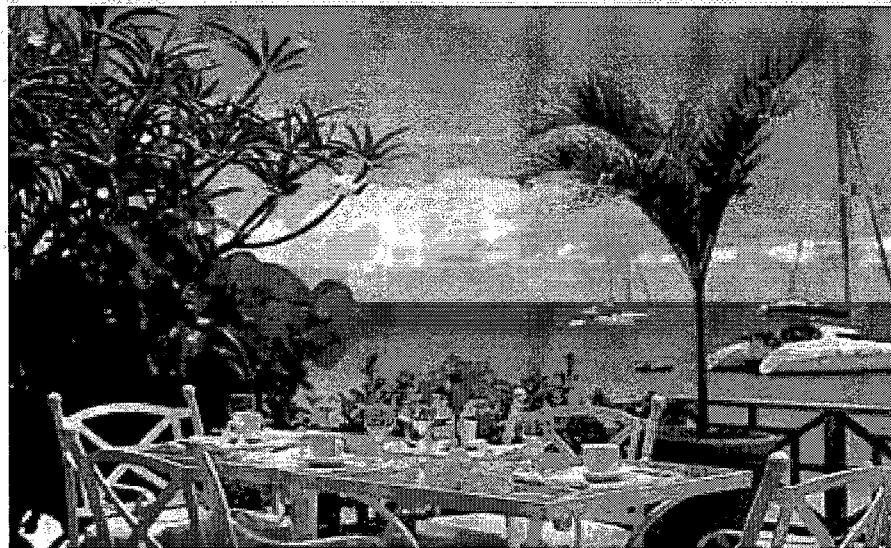
regatta, Sailboat Racing

Over the last three decades, *Bequia Easter Regatta* has grown into one of the region's most popular small island regattas, with visitors and competitors coming from all over the world to partake in the Easter weekend's festivities. Enthusiastic supporters and spectators gather at every available vantage point to see the boats demonstrate their legendary skill. Another annual sailing event is the Canouan Regatta, held every May-June. This festival includes boat races, sports and games, calypso competition and a beauty pageant. For more information on these events, visit www.discoverstv.com.

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November
29th

A Hunger for Sailing

POSTED BY ST. VINCENT AND THE GRENADINES // NOVEMBER 29, 2012 // COMMENT @
COMMENT@

24. Vincent, G. *Journal of American Studies* 1974, 8, 1, 1-12.

For sailors passing through the pristine waters of St. Vincent and the Grenadines with an insatiable hunger for the destination's ever-changing kaleidoscope of blue, green and aquamarine seas, its land isn't to work up an appetite. Tamarind Beach Hotel & Yacht Club, a luxurious beachfront escape on the beautiful crescent-shaped island of Carriacou, has hosted a delicious delicatessen shop on property called "Bite Appétit". The shop is designed for sailors in the Grenadines and passing guests to enjoy with cold cuts, pate, cheese, pastas, wines and much more in stock. It's an opportunity for non-guests of the hotel to stop in Carriacou to cater before taking off on the high seas. And when it comes to dropping anchor in the Grenadines for a relaxing couple of hours to enjoy a meal, sailors can relish the magnificent Tobago Cays, a protected wildlife reserve of the islands bordered by a giant horseshoe reef, known as a sailing, snorkeling and scuba diving mecca. The Tobago Cays have small sand beaches that are perfect for an afternoon barbecue. Sailors can also enjoy a stop over at idyllic picnic on Mopion, a tiny sand bar perched atop a coral reef with bright white sand and turquoise waters. Sailing off into the sunset has never been so easy and enjoyable!

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SAILfeed Blogsite – 12/6 Sponsored Blog Post



Top 5 Reasons for Sailing in SVG

POSTED BY ST. VINCENT AND THE GRENADINES // DECEMBER 6, 2012 // COMMENT (0)
COMMENTS

St. Vincent, Grenadines, sailing, Christmas, great escape

Courtesy of the Sall Magazine Great Escape Contest winner, here is Elliot Crowder's winning entry top 5 reasons to visit a charter in St. Vincent and the Grenadines from TMM Charters:

1. Our family of 3 like and sail on the cold & rugged Oregon Coast. Our love of sailing has us on year round. When the wind is blowing sideways & the rain gauge shows 20 inches for the month an escape to a tropical paradise from the pages of Sall Magazine sounds like a dream come true!

2. Our 8-year old son is on the junior sailing team & is quite good at racing! He has been on boats since he was 4 years old and loves charts and navigation. Our family has chartered before in the BVIs & our son was our Jr. Navigator when he was 5! A trip on TMM Charters to St. Vincent and the Grenadines would be a wonderful way to introduce us all to new sailing grounds and learn about a new country, its customs, its charts, and enhance our sailing skills in a new environment. Not to mention our son would "meak out" to be where "Pirates of the Caribbean" was filmed & visit Wallis Bay.

3. We are active board members of our yacht club (more of a beer can club than a champagne club) and help promote sailing to our community in all aspects. We would be wonderful ambassadors to promote chartering in St. Vincent and the Grenadines to all our fellow Pacific Northwest sailors who are looking to escape, long, wet winters and charter in tropical warm water destinations.

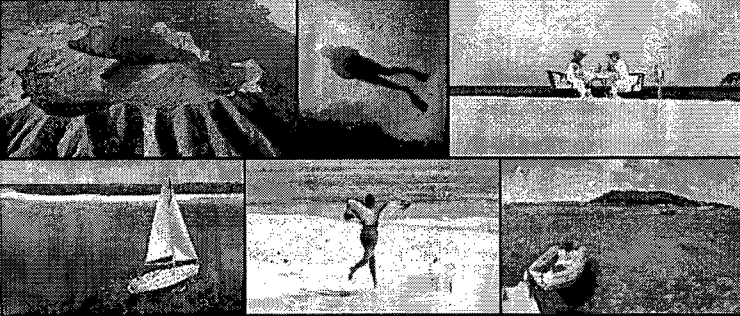
4. We would be the perfect "poster family" for Sall Magazine! We are in our 40's, an 8-year old whom we are introducing to a lifetime of sailing, are active, race bit also love on kiting, are the owners of a small family bike shop, have a Pearson Ariel 27 but someday dream of a larger boat that we can cast the lines & explore the world on.

5. Our family would be a great choice to win this trip. We are a middle income family who love to sail and read every book, blog & article we can get our hands on about sailing families. We believe that sailing is a wonderful family sport that should be encouraged from an early age to cultivate the life long love for the sport that my husband and I share and be the Olympic dream for kids, as it is for our son!


You can find your own reasons at www.sallmagazine.com

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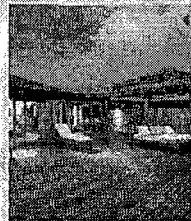
Full Page Advertorial in July/August issue
Circulation: 150,000

Welcome to St. Vincent & the Grenadines

St. Vincent & the Grenadines is a beautiful island nation with a rich history and culture. It is a tropical paradise with white sandy beaches, crystal clear waters, and lush green hills. The island is home to a diverse population of people from various backgrounds, all of whom are proud to welcome visitors to their home. The island is also a great destination for those looking for a relaxing vacation or a more adventurous one. There are many things to see and do on the island, and the people are always ready to help you make the most of your visit.

St. Vincent & the Grenadines

The island of St. Vincent & the Grenadines is a beautiful tropical paradise. It is a small island nation with a rich history and culture. The island is home to a diverse population of people from various backgrounds, all of whom are proud to welcome visitors to their home. The island is also a great destination for those looking for a relaxing vacation or a more adventurous one. There are many things to see and do on the island, and the people are always ready to help you make the most of your visit.



Port of St. Vincent

The Port of St. Vincent is a busy harbor with a long history. It is a natural harbor with a deep water channel, making it a great destination for ships of all sizes. The port is also a great place to visit for those looking for a relaxing vacation or a more adventurous one. There are many things to see and do in the port, and the people are always ready to help you make the most of your visit.



Management Bay Resorts

Management Bay Resorts is a leading provider of vacation homes and resorts. They offer a wide range of properties, from small cottages to large estates, all of which are designed to provide a relaxing and comfortable stay. The company is committed to providing excellent service to its customers, and they are always ready to help you make the most of your visit.



Evening from the beach at Tamarind Beach Hotel & Villas Club

Tamarind Beach Hotel & Villas Club is a beautiful resort located on a private beach. It offers a wide range of accommodations, from small cottages to large estates, all of which are designed to provide a relaxing and comfortable stay. The resort is also a great place to visit for those looking for a relaxing vacation or a more adventurous one. There are many things to see and do on the resort, and the people are always ready to help you make the most of your visit.




Palm Island All-Inclusive Resorts

Palm Island All-Inclusive Resorts is a leading provider of vacation homes and resorts. They offer a wide range of properties, from small cottages to large estates, all of which are designed to provide a relaxing and comfortable stay. The company is committed to providing excellent service to its customers, and they are always ready to help you make the most of your visit.



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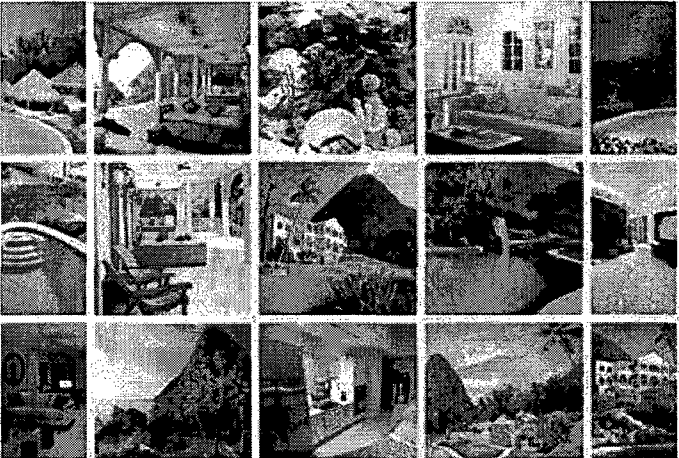
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The Tuscany on Grace Bay
Relax in Paradise

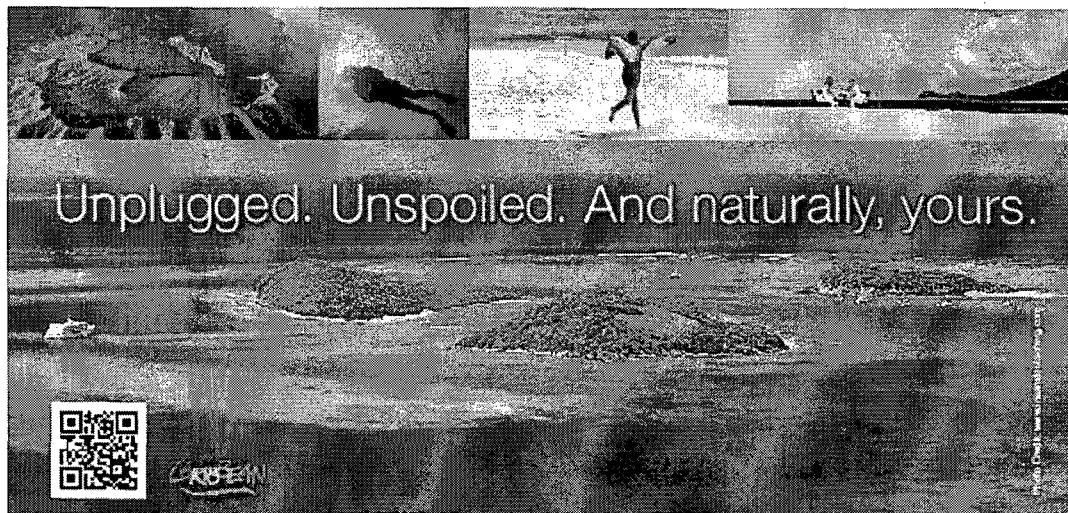
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Islands Magazine

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THE TRAVEL SHOW
with arthur and pauline ironmiller

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The Travel Show - April 22, 2012 - Hour 1
Travel writer Jason Cochran praises Disney's lavish new cruise ship The Disney Fantasy.

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The Travel Show - April 22, 2012 - Hour 2
Washington Post columnists discuss the rising occurrence of non-disparagement clauses being foisted on travelers by rental companies and hotels.

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The Travel Show - April 15, 2012 - Hour 1
It's the 100th anniversary of the Titanic disaster. Arthur and Pauline talk about two memorial cruises over the site. They also discuss current cruise news.

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The Travel Show - April 15, 2012 - Hour 2
Paul Bennett from Context Travel talks about the specialized walking tours his company conducts for small groups in cities worldwide.

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The CLIP
Travel Minute - April 9th, 2012

NEW YORK (AP) - Kermit the Frog and Miss Piggy are Mayor Michael Bloomberg's newest allies in his mission to attract more visitors to New York City. The Muppets joined Bloomberg on Friday as he announced that Jim

Flash Central: A New Website Aggregates Info From Jetsetter, Groupon Getaway and

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St. Vincent and the Grenadines

ST VINCENT, YOUNG ISLAND, BEQUA, MUSIQUE, CANOUAN, MAYRAU, TOBAGO CAYS, UNION ISLAND, PALM ISLAND AND PETIT ST. VINCENT

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ROS Banner – 250x250

July – December



We know, we know...the quote says "threes." But once you read up on the wealth of hotels that are opening and reopening—all in twos—you'll see what we mean.



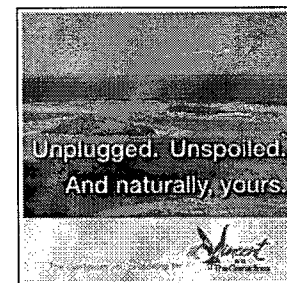
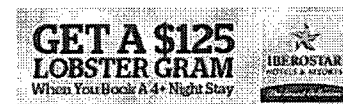
Posted on June 26th, 2012

Silversea—Going and Growing

With a list of cruise offerings that include star-studded world cruises and sailings paired with deluxe hotel stays and guided shore excursions, it's no wonder Silversea Cruises continues to expand.

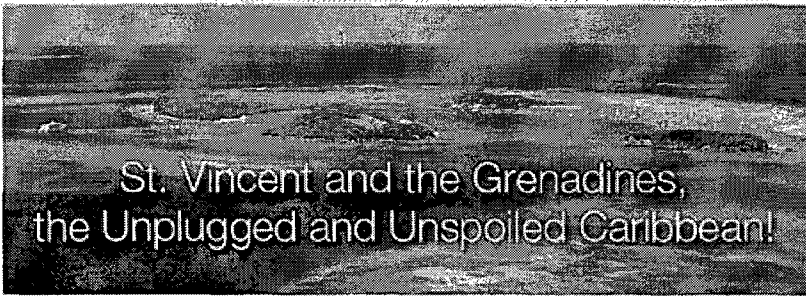


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7/19 E-Blast – General Destination
Subject Line: The Unplugged and Unspoiled Caribbean

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St. Vincent and the Grenadines, the Unplugged and Unspoiled Caribbean!

A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines (SVG) is a place of quiet azure waters, unspoiled forests, and stunning white sand beaches. It is a destination for those seeking a truly off the beaten path getaway.

With its casual, unpretentious authenticity, friendly people and deep wealth of natural attractions, this collection of islands and cays is a life-renewing experience. From the imposing La Soufriere volcano to the oldest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer. South of St. Vincent, the Grenadines are strung across 40 miles of typically tranquil waters. Only eight of these islands are inhabited: Young Island, Bequia, Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent. For all their charming remoteness, these islands have something for everyone – the family traveler, the romance-seeker, or the adventurous explorer. Another must-see is the Tobago Cays, a family of five sibling islands protected by a huge horseshoe reef.

You'll find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries for your clients. When it comes to accommodations, SVG extends a welcoming hand of inborn hospitality to just about every taste and wallet, from intimate-sized, family-owned hotels and boutique properties to private island resorts.

To learn more, visit www.discoversvg.com



st. Vincent and the Grenadines
The Caribbean you're looking for


St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

8/16 E-Blast – Sailing

Subject Line: Sail the 32 Enchanted Islands of St. Vincent and the Grenadines

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Enchanted islands: 32. Sailing: wow!



Sailing Events in SVG:

- **Bequia Easter Regatta** has grown into one of the region's most popular small island regattas, with visitors and competitors coming from all over the world to partake in the Easter weekend's festivities.
- **Canouan Regatta** is held every May-June and includes boat races, sports and games, calypso competition and a beauty pageant.

In a destination made up of a constellation of close-knit islands and cays, it's only natural that sailing is an intrinsic part of the local culture. St. Vincent and the Grenadines (SVG) is one of the most sought-after sailing destinations in the world and has naturally become a major hub for yachts, schooners, and all manner of sailing vessels. A blue voyage over its calm tropical waters in a steady breeze is the best way to explore hidden bays and vibrant harbors.

With 32 islands and cays to choose from, visitors can see as much or as little as they like. While individualized itineraries can be designed beforehand, a typical 1-week itinerary will cover approximately 90 miles of cruising with distances between islands ranging from two to five hours. Anchorages on the nine inhabited islands (St. Vincent, Mustique, Bequia, Canouan, Mayreau, Union Island, Palm Island, Young Island, and Petit St. Vincent) offer charming towns, remote villages and pristine beaches for exploring ashore and wonderful restaurants for nightly dinners. Sailors can also spend time in the beautiful Tobago Cays, a protected marine park of small islands on a horseshoe reef offering some of the Caribbean's best snorkeling, where a beach barbeque can be taken ashore.

To learn more about sailing in SVG and to find charter companies, visit www.discoversvg.com.



The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

9/6 E-Blast – Hidden Gems

Subject Line: Hidden Gems of St. Vincent and the Grenadines



A collection of 32 unspoiled islands and cays in the secluded Southern Caribbean, **St. Vincent and the Grenadines** offers something for every interest on your honeymoon, including some of these hidden treasures:

The **Tobago Cays**, a protected wildlife reserve of five islets bordered by a giant horseshoe reef, is renowned sailing, snorkeling and scuba diving mecca. It also has small sand beaches that are perfect for an afternoon barbecue. There remain few places on earth today that can match the unblemished natural beauty, easy accessibility and "feel good" tranquility of the Tobago Cays. The waters, with their ever-changing kaleidoscope of blues, greens and seemingly limitless shades of aquamarine, create a truly picture perfect background.

Mopion, the quintessential deserted island, is a dollop of brilliantly white sand that seems to float magically in clear turquoise sea, with nothing more on it than a singular thatched umbrella. It is the idyllic setting for an intimate picnic spot.

Saltwhistle Bay on Mayreau Island is a perfectly half-moon shaped beach culled by palm trees. It is one of (if not the) most beautiful beach in SVG. With only 250 residents, the island with no airports, no roads and no banks will offer couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit www.discover.vg.com.



10/25 E-Blast – Diving

Subject Line: Dive into St. Vincent and the Grenadines

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Major St. Vincent and the Grenadines dive sites:

- The Bat Cave, an exhilarating dive into an underwater fissure and on the wish list of most visiting divers
- Anchor Reef, voted one of the top 100 dive sites in the world
- Capital Wrecks, the site of three shipwrecks, all in recreational dive depths, but best suited to experienced divers
- Mayreau Gardens, an expansive coral reef formation and a great drift dive
- And much more!

As the "Critic Capital of the Caribbean," St. Vincent and the Grenadines (SVG) offers unique encounters with marine creatures of all kinds. Your clients interested in getting in the water – from a resort course graduate to an experienced diver – can take the plunge in SVG and scuba dive into the famous Bat Cave, try wreck diving, or photograph an amazing variety of marine creatures.

In SVG, most dive sites are just a short boat ride away from the dive shops, whether on the main island of St. Vincent or from the dive centers located in the Grenadines at Bequia, Mustique and Union Island. Many of the resort hotels in St. Vincent and the Grenadines offer scuba diving courses, as do the dive operators themselves.

For additional details on diving in SVG, visit www.discoversvg.com.


St. Vincent and the Grenadines
The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

11/8 E-Blast – Private Getaways

Subject Line: Private Getaways in the Caribbean

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Private Getaways on the islands of St. Vincent and the Grenadines

With 32 islands and cays, St. Vincent and the Grenadines is made for romance. Its off the beaten track location, lack of busy crowds, and top notch private island resorts create the ultimate romantic seclusion for couples.



Located 200 yards off the southern coast of St. Vincent and just a three-minute water taxi ride away, **Young Island** is a 13-acre private island resort that features beachfront and hillside cottages with open-air showers, beachside dining under thatched kiosks, and a full-service spa – and just off shore is the “Coconut Bar” where drinks are served in fresh coconuts.

Mustique, often referred to as the playground for the stars, only offers one full service hotel, the 17-suite **Cotton House**. Accommodations feature plunge pools, specialty pillows and flat-screen TVs. The upscale resort offers a wide range of massages and spa treatments, tennis courts lit for nighttime play, and complimentary watersports.

Just 10 minutes via ferry from Union Island, you’ll find the all-inclusive **Palm Island Resort**, with white sand beaches and 43 guestrooms set on 135 acres. Here you’ll find everything you need: two restaurants, watersports, a salon and spa, relaxing activities like beach barbecue and afternoon tea, romantic dining settings by the water and nightly entertainment.

For the ultimate getaway, **Petit St. Vincent** (known as “PSV”) offers 22 exclusive cottages spread across 115 acres and surrounded by two miles of white sand beaches. PSV recently completed a multi-million dollar renovation – its natural beauty, tranquility, privacy and friendly non-intrusive service did not change, though the island’s comforts, amenities and activities are all enhanced. With no airport, telephones, TVs or even room keys, couples can truly escape at this luxurious hideaway.

To learn more about St. Vincent and the Grenadines, visit www.discoverstvg.com.



The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Petit St. Vincent

12/6 E-Blast – Airport

Subject Line: St. Vincent and the Grenadines' New International Airport



**St. Vincent and the Grenadines,
the Unplugged and Unspoiled Caribbean!**

Home to such diverse attractions as La Soufriere, the famous volcano; Mustique, playground of the stars and the Royals; and the location for the film *Pirates of the Caribbean*, St. Vincent and the Grenadines (SVG) is benefiting from numerous capital projects implemented to make the country more attractive and better able to host international visitors, including the building of the country's first international airport.

Specifically, the construction of Argyle International Airport is the largest development project ever undertaken (US\$240MM) in SVG and is a critical cog in the evolution of the multifaceted, multi-island destination's growing hospitality sector. It is financed by the SVG government, as well as by grants and donations from a diverse group of countries. The new Argyle International Airport (which will replace the existing ET Joshua Airport) is expected to be completed in late 2013 and will be fully operational by January 2014. The new airport will offer direct international jet service from the U.S., Canada and Europe. Upon completion, the terminal building will contain a departure lounge, concessions area, rooftop restaurant, a conference center facility with a rooftop garden and vehicle parking.

To learn more about all St. Vincent and the Grenadines has to offer, visit www.discoversvg.com.



St. Vincent and the Grenadines
The Caribbean you're looking for

St. Vincent, Young Island, Bequia, Mustique, Canouan, Mayreau, Tobago Cays, Union Island, Palm Island and Port St. Vincent

Recommended - www.recommended.com

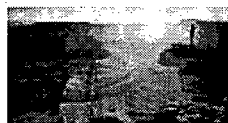
8/7 Caribbean Feature Story – General Destination

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Swim with the (Whale) Sharks...and Other Mexico Fun

Mexico is a destination where fun is just waiting to be had. This week we're making it easy on you—here are our picks for currently trending fun on the Mexico vacation front.



Chile's Latest Tourism Campaign, Discussed

Chile is embarking on a major tourism promotion campaign based on the country's first *National Strategy for Tourism* that centers on five pillars.



The Caribbean Your Clients are Looking For

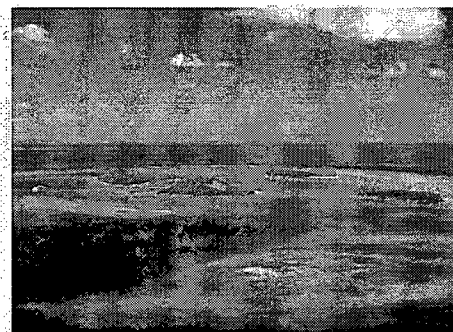
A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines is a place of quiet azure waters, unspoiled forests and stunning white sand beaches.

The Caribbean Your Clients are Looking For

written by [Promotional Partner](#) | Posted on August 7th, 2012

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The Tobago Cays.

A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines is a place of quiet azure waters, unspoiled forests and stunning white sand beaches. It is a destination for those seeking a getaway that's truly off the beaten path.

With its casual, unpretentious authenticity, friendly people and deep wealth of natural attractions, this collection of islands and cays is a life-renewing experience. From the imposing La Soufriere volcano to the oldest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer. South of St. Vincent, the Grenadines are strung across 40 miles of typically tranquil waters. Only eight of these islands are inhabited: Young Island, Bequia, Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent. For all their charming remoteness, these islands have something for everyone—the family traveler, the romance seeker, or the adventurous explorer. Another must see are the Tobago Cays, a family of five sibling islands protected by a huge horseshoe reef.

You'll also find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries for your clients. When it comes to accommodations, SVG extends a welcoming hand of inborn hospitality to just about every taste and wallet, from intimate-sized, family-owned hotels and boutique properties, to private island resorts.

To learn more, visit discoversvg.com.

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

9/5 Weekly Feature Story – Private Getaways



Eye on the World: Germany, Italy & Switzerland

Here's a photo tour
across Germany, Italy &
Switzerland.



Private Getaways on the Islands of St. Vincent and the Grenadines

With 32 islands and cays,
St. Vincent and the
Grenadines is made for
romance.

Private Getaways on the Islands of St. Vincent and the Grenadines

written by [Promotional Partner](#) | Posted on September 5th, 2012

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With 32 islands and cays, St. Vincent and the Grenadines is made for romance. Its off-the-beaten-track location, lack of busy crowds, and top-notch private island resorts create the ultimate romantic seclusion for couples.

Located 200 yards off the southern coast of St. Vincent and just a three-minute water taxi ride away, [Young Island](#) is a 35-acre private island resort that features beachfront and hillside cottages with open-air showers, beachside dining under thatched kiosks and a full-service spa. On the white sand beach, there are chaise longues and mattresses for sunbathers while hammocks hang under thatched roofs for reading and napping in the shade. Just offshore is the "Coconut Bar," where drinks are served in fresh coconuts.

Mustique, often referred to as the playground for the stars, only offers one full-service hotel, the 17-suite [Cotton House](#). Accommodations feature plunge pools, specialty pillows and flat-screen TVs. The upscale resort offers a wide range of massages and spa treatments, tennis courts lit for nighttime play and complimentary watersports.


Just 10 minutes via ferry from Union Island, you'll find the all-inclusive [Falm Island Resort](#), with white sand beaches and 43 guestrooms set on 135 acres. Here your clients will find everything they need: two restaurants, watersports, a salon and spa, relaxing activities like beach barbeque and afternoon tea, romantic dining settings by the water and nightly entertainment.

For the ultimate getaway, [Petit St. Vincent \(PSV\)](#) offers 22 exclusive cottages spread across 115 acres and surrounded by two miles of white sand beaches. PSV recently completed a multi-million dollar renovation—its natural beauty, tranquility, privacy and friendly non-intrusive service did not change, though the island's comforts, amenities and activities are all enhanced. With no airport, telephones, TVs or even room keys, couples can truly escape at this luxurious hideaway.

For more information about the one destination that offers 32 gorgeous Caribbean islands, visit [discoverstv.com](#).

10/17 Weekly Feature Story – Hidden Gems

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The Wonders of Switzerland this Winter

For first-time or repeat clients, we highlight some straight from the source, the Switzerland Tourism

[Read more](#)



Hidden Gems of St. Vincent and the Grenadines

A collection of 32 unspoiled islands and cays in the secluded Southern Caribbean, St. Vincent and the Grenadines offers something for every interest on your honeymoon, including some of these hidden treasures.

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Hidden Gems of St. Vincent and the Grenadines

written by Promotional Partner | Posted on October 17th, 2012

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A collection of 32 unspoiled islands and cays in the secluded Southern Caribbean, St. Vincent and the Grenadines offers something for every interest on your honeymoon, including some of these hidden treasures.

The Tobago Cays, a protected wildlife reserve of five islets bordered by a giant horseshoe reef, is a renowned sailing, snorkeling and scuba diving mecca. It also has small sand beaches that are perfect for an afternoon barbeque. There remain few places on earth today that can match the unblemished natural beauty, easy accessibility and "feel good" tranquility as the Tobago Cays. The waters, with their ever-changing kaleidoscope of blues, greens and seemingly limitless shades of aquamarine, create a truly picture perfect background.

Mopion, the quintessential deserted island, is a dollop of brilliantly white sand that seems to float magically in a clear turquoise sea, with nothing more on it than a singular thatched umbrella. It is the idyllic setting for an intimate picnic spot.

Saltwhistle Bay on Mayreau island is a perfectly half-moon shaped beach outlined by palm trees. It is one of—if not the most—beautiful beaches in SVG. With only 250 residents, the island with no airports, no roads and no banks will offer couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit discoversvg.com.

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11/6 Caribbean Feature Story – Sailing

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

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New Era Celebrations on the Riviera Maya

To celebrate a new era starting on Dec. 21, hotels on the Riviera Maya are hosting celebrations and offering new packages for guests. [read more](#)



The Wedding of Your Clients' Dreams is Here

Palace Resorts is ideal for destination weddings, while rewarding the travel agents that book them. Incentives, commission and free stays are just some of the benefits available.



Sailing the Islands of St. Vincent & the Grenadines

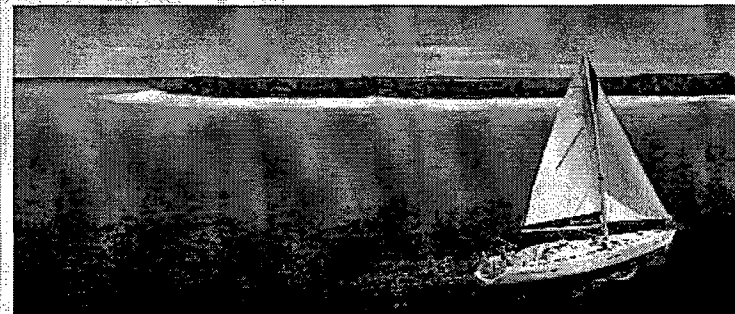
In a destination made up of a constellation of close-knit islands and cays, it's only natural that sailing is an intrinsic part of the local culture.

Sailing the Islands of St. Vincent & the Grenadines

written by: Promotional Partner | Posted on November 6th, 2012

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In a destination made up of a constellation of close-knit islands and cays, it's only natural that sailing is an intrinsic part of the local culture. St. Vincent & the Grenadines (SVG) is one of the most sought-after sailing destinations in the world and has naturally become a major hub for yachts, schooners, and all manner of sailing vessels. A blue voyage over its calm tropical waters in a steady breeze is the best way to explore hidden bays and vibrant harbors.

With 32 islands and cays to choose from, visitors can see as much or as little as they like. While individualized itineraries can be designed beforehand, a typical 1-week itinerary will cover approximately 90 miles of cruising with distances between islands ranging from two to five hours. Anchorages on the nine inhabited islands—St. Vincent, Mustique, Bequia, Canouan, Mayreau, Union Island, Palm Island, Young Island, and Petit St. Vincent—offer charming towns, remote villages and pristine beaches for exploring ashore and wonderful restaurants for nightly dinners.

Sailors can also spend time in the beautiful Tobago Cays, a protected marine park of small islands on a horseshoe reef offering some of the Caribbean's best snorkeling, where a beach barbeque can be taken ashore.

There are a number of charter companies operating out of SVG. Travelers can contact TMM Yacht Charters, Barefoot Yacht Charters, Sunsail, The Moorings, or Captain Yannis, for bareboat charters, skippered yachts or a day trip.

Everything clients need to enjoy the best vacation is found on board, from snorkeling equipment to fresh bed linens. Professional sailors captain each boat, so vacationers can rest assured that a qualified skipper is at the helm. Boats are fully provisioned before departure according to the special requests or specific dietary requirements of each guest and upon request, a private chef can be hired to handle the preparation of meals.

Friendship Rose, which operates out of Bequia, is also of special note. After running a ferry service for 20 years between St. Vincent and Bequia, today the 100-ft. schooner offers cruises between Bequia and the Tobago Cays, and between Bequia and Mustique, with snorkeling, diving and nature watching along the way.

Sailing Events in SVG

Bequia Easter Regatta has grown into one of the region's most popular small island regattas, with visitors and competitors coming from all over the world to partake in the Easter weekend's festivities.

Every May-June, Canouan Regatta takes place with boat races, sports and games, calypso competition, and a beauty pageant.

To learn more, visit discoversvg.com.

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12/4 Caribbean Feature Story – Diving

Received by NSD/FARA Registration Unit 01/28/2013 5:09:29 PM

recommend spotlight

caribbean & mexico/latin america

Wellness Retreats

Wellness retreats take on a variety of forms—from spa treatments to surf camps—so we've narrowed down a few different types in Mexico, the Caribbean and Latin America.

read more



Why is Palace Resorts in AWE About Agents?

Elegance can be detected from a distance, but it is best appreciated up-close—like the gorgeous details of the Collin Cowie Wedding Collections available only at Palace Resorts.



Take a Plunge in St. Vincent & the Grenadines

Travelers can take the plunge in St. Vincent & the Grenadines and scuba dive into the famous bat cave, try wreck diving, or photograph an amazing variety of marine creatures.



Venturing through Latin America

Whether your client wants to capture the scenery in Latin America through their photo lens, or experience different wine regions by pike, here are a few tours for all types of adventure-seekers.



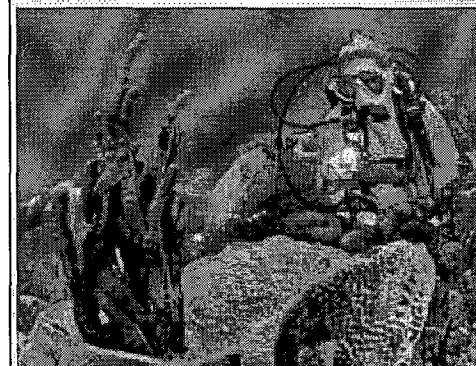
A \$30 Million Makeover

If your clients are looking for a Hawaii vacation, look no further. Pride of America's \$30 million makeover includes the addition of 24 ultra-luxurious suites, including two Deluxe Owner's Suites and four Studio Suites—perfect for solo travelers.

Take a Plunge in St. Vincent & the Grenadines

written by [Francesca Parker](#) | Posted on December 4th, 2012

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Travelers can take the plunge in St. Vincent & the Grenadines (SVG) and scuba dive into the famous bat cave, try wreck diving, or photograph an amazing variety of marine creatures. They can experience the kind of underwater diving adventures found only at the world's premier dive destinations.

SVG's islands are a dream for scuba divers, whatever level of experience. From easy shallow reefsides to drift dives, wreck dives and even cave dives, in SVG, most dive sites are just a short boat ride away from the dive shops, whether on the main island of St. Vincent or at the dive centers located in the Grenadines. Many of the resort hotels in St. Vincent & the Grenadines offer scuba diving courses, as do the dive operators themselves.

Divers will be enthralled by the variety of marine creatures to see, including togfish, seahorses, colorful mollusks, crab oceans, anemones, unicorns, nurse sharks, lobsters, octopus and squid. Visiting squadrons of eagle rays and manta rays are frequently sighted, and patrolling reef sharks and barracuda add an element of excitement.

The destination is known as the "Orlier Capital of the Caribbean" because it has a variety of underwater habitats including walls, rock formations, coral reefs, sandy slopes and beds of sea grass—each attracting its own unique form of life.

Just a few of the dive sites in SVG:

- The Bat Cave is an exhilarating dive into an underwater tunnel and is on the wish list of most visiting divers.
- Another Reef, voted one of the top 100 dive sites in the world, is a spectacular wall dive with swim-throughs and a lush coral reef formation.
- Layou Wall is an excellent wall dive and a drift over the formations of Rock Port.
- Capital Wreck is the site of three shipwrecks all in recreational dive depths, but best suited for experienced divers.
- In Bequia, explore an array of gently sloping reefs with hawkbill turtles and eagle rays. The shallow waters are home to seahorses, pipefish and bat fish, amongst others.
- Marique's sloping reef and coral exposure offer glimpses of shy spotted drums and banded coral shrimp, among other fascinating fish and critters.
- Mayreau Garden is an expansive coral reef formation and a great drift dive. Octopods, garden eels and Yarringo longues are common here. Also off Mayreau is Pouter, the wreck of a 1918 British gun ship that is lying in only 40 ft. of water, great for beginners as well as advanced wreck divers.
- The Tobago Cays are home to green turtles, as well as horseshoe reef surrounding and protecting four of the five Tobago Cays. This makes for great diving, whether on the protected and shallow inside, or along the deeper and more dramatic drop-off on the outside.
- Moplon Reef, just off Petit St. Vincent, can be a good place to see sharks. Nearby is Moplon, a picture-perfect desert island.

For more information, visit [divingcountry.com](#).

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8/15 Weekly Offer Link – General Destination

Offer Links

- Morocco **FAM** + Air
- **Apple Vacations** Expands 2012/2013 Itineraries
- **Outrigger** Adds Another Paradise Property
- **ME London** Prepares for a Dazzling Debut
- The Caribbean Your Clients are Looking For
- Access-Dominican Republic [Vol. 156]

The Caribbean Your Clients are Looking For

written by Promotional Partner | Posted on August 15th, 2012

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The Tobago Cays

A string of 32 islands in the southern Caribbean, St. Vincent and the Grenadines is a place of quiet azure waters, unspoiled forests and stunning white sand beaches. It is a destination for those seeking a getaway that's truly off the beaten path.

With its casual, unpretentious authenticity, friendly people and deep wealth of natural attractions, this collection of islands and cays is a life-renewing experience. From the imposing La Soufriere volcano to the oldest botanical gardens in the Western Hemisphere, the main island of St. Vincent has so much to offer. South of St. Vincent, the Grenadines are strung across 40 miles of typically tranquil waters. Only eight of these islands are inhabited: Young Island, Bequia, Mustique, Canouan, Mayreau, Union Island, Palm Island and Petit St. Vincent. For all their charming remoteness, these islands have something for everyone—the family traveler, the romance seeker, or the adventurous explorer. Another must see are the Tobago Cays, a family of five sibling islands protected by a huge horseshoe reef.

You'll also find a qualified lineup of tour operators, charter companies and dive shops ready to help coordinate itineraries for your clients. When it comes to accommodations, SVG extends a welcoming hand of inborn hospitality to just about every taste and wallet, from intimate-sized, family-owned hotels and boutique properties, to private island resorts.

To learn more, visit discover.svg.com.

9/4 Caribbean Offer Link – Hidden Gems

Offer Links

- Now Open: **Hotel Indigo Veracruz Boca del Rio**
- **Abaco Beach Resort**, Bahamas, Welcomes Families
- Saint Lucia's Rebranded **Sugar Beach Resort**
- **Nature Air** Offers 10-Day Ecotourism Package
- Hidden Gems of St. Vincent and the Grenadines

Hidden Gems of St. Vincent and the Grenadines

written by [Promotional Partner](#) | Posted on September 4th, 2012

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Couples enjoy perfect seclusion on the island of Mopion.

A collection of 32 unspoiled islands and cays in the secluded Southern Caribbean, St. Vincent and the Grenadines offers something for every interest, including some of these hidden treasures:

The Tobago Cays, a protected wildlife reserve of five islets bordered by a giant horseshoe reef, is a renowned sailing, snorkeling and scuba diving mecca. It also has small sand beaches that are perfect for an afternoon barbecue.

Mopion, the quintessential deserted island, is a dollop of brilliant white sand that seems to float magically in clear turquoise sea, with nothing more on it than a single thatched umbrella. It is the idyllic setting for an intimate picnic spot.

Saltwhistle Bayon Mayreau Island offers a perfectly shaped half-moon beach outlined by palm trees. It is one of the most beautiful beaches in SVG. With only 250 residents, the island has no airports, no roads and no banks and offers couples an intimate getaway.

To learn more about St. Vincent and the Grenadines, visit discoversvg.com.

10/2 Caribbean Offer Link – Private Getaways

Offer Links

- Discover What's New in **Avanti's** Latin America
- Private Getaways in St. Vincent and the Grenadines
- **American Airlines** to Launch the Only U.S. to Paraguay Air Service
- Seven Perfect Days at **Bluefields Bay**, Jamaica
- Clients Save at **The Sands at Grace Bay**
- **Maya World Tours** Hosts *End of an Era Festival* Itinerary
- Authentic *Mayan Wedding* Ceremonies at **Grand Velas Riviera Maya**

Private Getaways in St. Vincent and the Grenadines

written by Promotional Partner | Posted on October 2nd, 2012



With 32 islands and cays, St. Vincent and the Grenadines' off-the-beaten-track location, lack of busy crowds and top-notch private island resorts create the ultimate romantic seclusion for couples.

Located 200 yards off the southern coast of St. Vincent and just a 3-minute water taxi ride away, Young Island is a 35-acre private island resort that features beachfront and hillside cottages with open-air showers, beachside dining under thatched kiosks, and a full-service spa.

Mustique, often referred to as the playground for the stars, only offers one full-service hotel, the 17-suite Cotton House. Accommodations feature plunge pools, specialty pillows and flat-screen TVs along with a wide range of spa treatments.

Just 10 minutes via ferry from Union Island, you'll find the all-inclusive Palm Island Resort, with white sand beaches and 43 guestrooms set on 135 acres. Here you'll find everything you need: two restaurants, watersports, a salon and spa, relaxing activities like beach barbecue and afternoon tea, romantic dining settings by the water and nightly entertainment.

For the ultimate getaway, Petit St. Vincent offers 22 exclusive cottages spread across 115 acres and surrounded by two miles of white sand beaches. It recently completed a multi-million dollar renovation—its natural beauty, privacy and friendly service did not change, though the island's comforts, amenities and activities are all enhanced.

For more information about the resorts, visit discoverstvg.com.

11/7 Weekly Offer Link – Diving

Offer Links

- Access Dominican Republic Has it All
- Up to \$1000 in Resort Credits at **IBEROSTAR**
- Take a Plunge in St. Vincent & the Grenadines
- Romantic Safari at **Cottar's**
- Girlfriend Getaway at **Grand Traverse**
- **LOT** Offers Bonus Plus Commission

Take a Plunge in St. Vincent & the Grenadines

written by [Promotional Partner](#) | Posted on November 7th, 2012

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Travelers can take the plunge in St. Vincent & the Grenadines (SVG) and scuba dive into the famous bat cave, try wreck diving, or photograph an amazing variety of marine creatures. They can experience the kind of underwater diving adventures found only at the world's premier dive destinations.

SVG's islands are a dream for scuba divers, whatever level of experience. From easy shallow reef dives to drift dives, wreck dives and even cave dives, in SVG, most dive sites are just a short boat ride away from the dive shops, whether on the main island of St. Vincent or at the dive centers located in the Grenadines. Many of the resort hotels in St. Vincent & the Grenadines offer scuba diving courses, as do the dive operators themselves.

Divers will be enthralled by the variety of marine creatures to see, including frogfish, seahorses, colorful mollusks, crustaceans, anemones, tunicates, nurse sharks, lobsters, octopus and squid. Visiting squadrons of eagle rays and manta rays are frequently sighted, and patrolling reef sharks and barracuda add an element of excitement.

For more information, visit discoversvg.com.

12/4 Caribbean Offer Link – Sailing

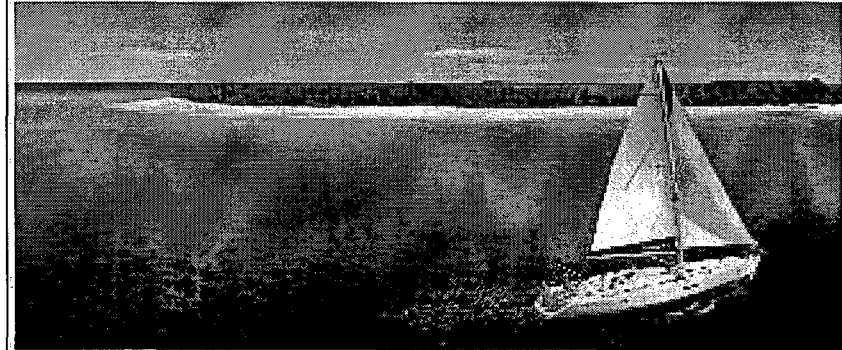
Offer Links

- Start Marketing Norwegian's Hawaii with These Free Tools
- Sailing the Islands of St. Vincent & the Grenadines
- Up to \$1000 in Resort Credits at IBEROSTAR
- Central American FAM Trips
- Elite Island Resorts Offers Rewards Program
- Gran Mella Cancun Transforms into All-Inclusive Paradise
- H, Barbados Opening in Fall 2013

Sailing the Islands of St. Vincent & the Grenadines

written by Promodkesh Pathar | Posted on December 4th, 2012

Read: NOW LATER PRINT EMAIL



In a destination made up of a constellation of close-knit islands and cays, its only natural thrill sailing is an intrinsic part of the local culture. St. Vincent & the Grenadines (SVG) is one of the most sought-after sailing destinations in the world and has naturally become a major hub for yachts, schooners, and all manner of sailing vessels. A blue voyage over is calm, tropical waters in a steady breeze is the best way to explore hidden bays and vibrant harbors.

With 32 islands and cays to choose from, visitors can see as much or as little as they like. While individualized itineraries can be designed beforehand, a typical 1-week itinerary will cover approximately 90 miles of cruising with 15 lunches between islands ranging from two to five hours. Anchorages on the nine inhabited islands—St. Vincent, Mustique, Bequia, Canouan, Mayreau, Union Island, Palm Island, Young Island, and Petit St. Vincent—offer charming towns, remote villages and pristine beaches for exploring ashore and wonderful restaurants for nightly dinners.

Sailors can also spend time in the beautiful Tobago Cays, a protected marine park of small islands on a horseshoe reef offering some of the Caribbean's best snorkeling, where a beach barbeque can be taken ashore.

There are a number of charter companies operating out of SYG. Travelers can contact TMM YachtCharters, Bareboat YachtCharters, Bunkall, The Moorings, or Captain Yanni's, for bareboat charters, skippered yacht or a day trip.

Professional sailors captain each boat, so vacationers can rest assured that a qualified skipper is at the helm.

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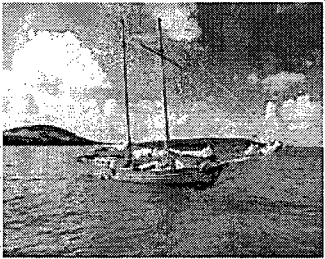
Svg Svg

St. Vincent and the Grenadines

Home / Courses / St. Vincent and the Grenadines

Location Map

Take Quiz



Course Description

Welcome to St. Vincent and the Grenadines. With its casual, unpretentious authenticity, friendly people and deep wealth of unspoiled natural attractions, this collection of 32 islands and cays in the Windward Islands is a life-renewing experience for those drawn to roads and islands less traveled.

The *St. Vincent and the Grenadines Specialist Program* highlights one of the Caribbean's most pristine and diverse island chains. This in-depth program will introduce Caribbean-loving clientele to a multi-island nation that boasts everything they admire about the region, from a rich history and colorful culture to a wide range of soft adventure activities and a myriad of accommodation options.

Lesson Plan

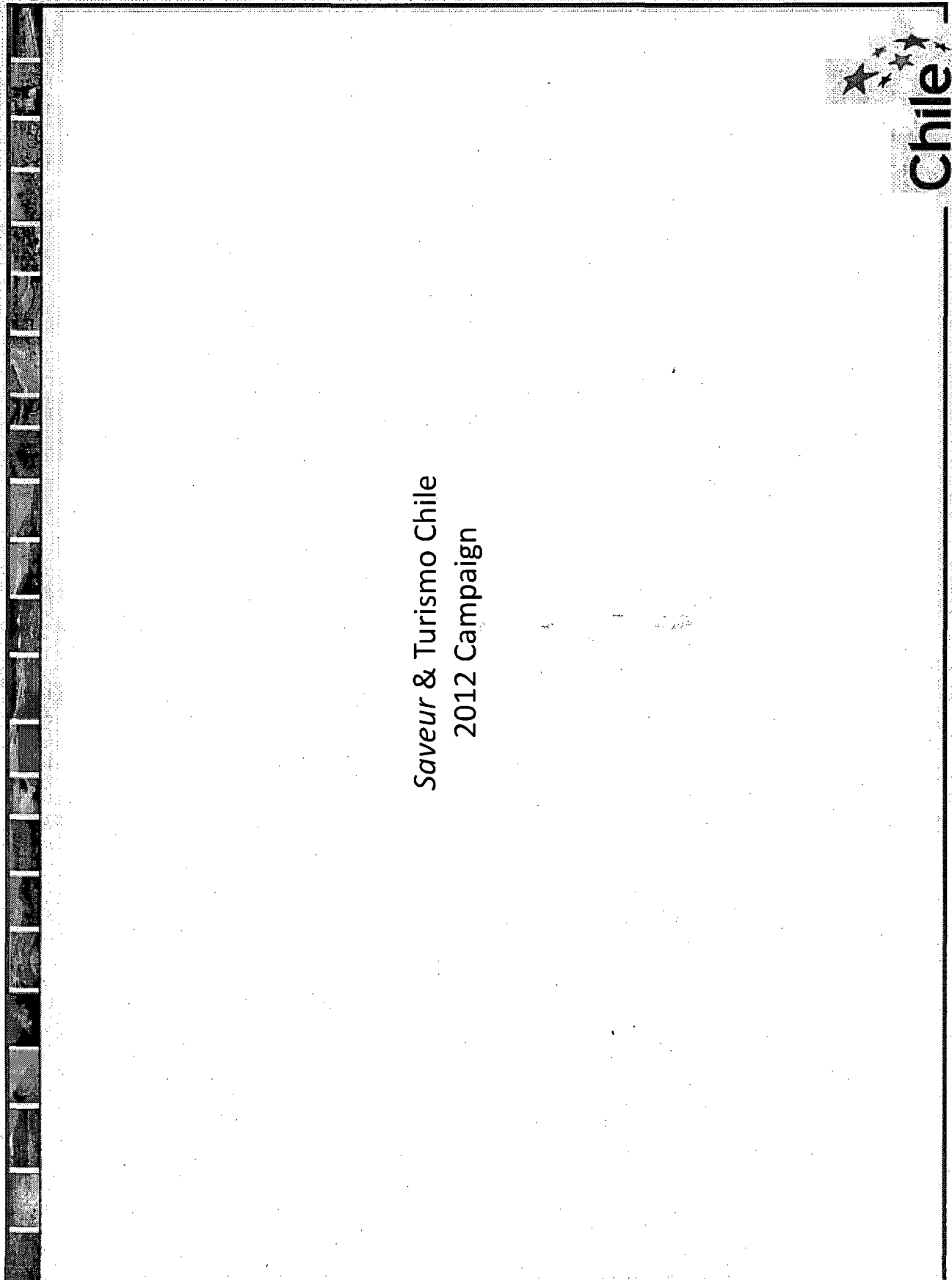
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10 Fun Facts about St. Vincent and the Grenadines
Getting There
Know Before You Go
Let's Get Social
Points & Picoles
Map

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Turismo Chile program (US) revised 11.20.12

Turismo Chile program (US) revised 11.20.12		Cost to Turismo Chile	Value	Hard Dollar Contributions												
Saver																
3 Full Page Ads		\$68,889	\$141,117													
<table><tr><td>Issue</td><td>Space Close</td><td>Material Close</td></tr><tr><td>June / July (creative: PATAGONIA fishing)</td><td>BOOKED 4/10/2012</td><td>PROVIDED 5/1/2012</td></tr><tr><td>Aug / Sept (ATACAMA food & wine)</td><td>BOOKED 6/8/2012</td><td>PROVIDED 6/15/2012</td></tr><tr><td>October (EASTER ISLAND moai)</td><td>BOOKED 7/20/2012</td><td>PROVIDED 8/1/2012</td></tr></table>		Issue	Space Close	Material Close	June / July (creative: PATAGONIA fishing)	BOOKED 4/10/2012	PROVIDED 5/1/2012	Aug / Sept (ATACAMA food & wine)	BOOKED 6/8/2012	PROVIDED 6/15/2012	October (EASTER ISLAND moai)	BOOKED 7/20/2012	PROVIDED 8/1/2012			
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October (EASTER ISLAND moai)	BOOKED 7/20/2012	PROVIDED 8/1/2012														
Bonus 2x Full Page Ad		None	\$47,039	\$47,039												
One Custom Virtuoso Itinerary		None	\$20,000	\$20,000												
Two Custom Advertorial Creations (to be used within purchased Full Page Units)		None	\$15,000	\$15,000												
One custom email to SAVEUR Travel Advisory Board		None	\$1,000	\$1,000												
One In-Book and Online MENU Listing		None	\$11,000	\$11,000												
2 Reader Service Listings		None	\$6,000	\$6,000												
1 Custom Email Blast - to 155,937 subscribers		None	\$13,255	\$13,255												
500,000 ROS Impressions on Saver.com		None	\$10,000	\$10,000												
PROGRAM TOTAL		\$68,889	\$264,411	\$123,294												
		Value / Cost ratio		3.84												
Men's Journal																
3 Full Page Ads		\$98,889	\$320,445													
<table><tr><td>Issue</td><td>Space Close</td><td>Material Close</td></tr><tr><td>June (creative: PATAGONIA fishing)</td><td>BOOKED 3/27/2012</td><td>PROVIDED 5/5/2012</td></tr><tr><td>September (New ATACAMA)</td><td>BOOKED 6/8/2012</td><td>PROVIDED 7/19/2012</td></tr><tr><td>October (creative Easter Island)</td><td>BOOKED 7/20/2012</td><td>PROVIDED 8/7/2012</td></tr></table>		Issue	Space Close	Material Close	June (creative: PATAGONIA fishing)	BOOKED 3/27/2012	PROVIDED 5/5/2012	September (New ATACAMA)	BOOKED 6/8/2012	PROVIDED 7/19/2012	October (creative Easter Island)	BOOKED 7/20/2012	PROVIDED 8/7/2012			
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September (New ATACAMA)	BOOKED 6/8/2012	PROVIDED 7/19/2012														
October (creative Easter Island)	BOOKED 7/20/2012	PROVIDED 8/7/2012														
One 1/3 page advertorial in October		None	\$35,605	\$35,605												
3 x Custom email blasts (25,000 subscribers each email)		None	\$18,750	\$18,750												
Custom production of emails (3x)		None	\$9,000	\$9,000												
Online program Impressions - 1m		\$15,556	\$28,000	\$14,000												
PROGRAM TOTAL		\$114,445	\$411,800	\$77,355												
		Value / Cost ratio		3.60												
Outside																
3 Full Page Ads		\$100,000	\$285,000													
<table><tr><td>Issue</td><td>Space Close</td><td>Material Close</td></tr><tr><td>June (creative: ATACAMA horseback)</td><td>BOOKED 3/21/2012</td><td>PROVIDED 3/30/2012</td></tr><tr><td>September (PATAGONIA glacier)</td><td>BOOKED 6/8/2012</td><td>PROVIDED 6/29/2012</td></tr><tr><td>October (EASTER ISLAND moai)</td><td>BOOKED 7/16/2012</td><td>PROVIDED 8/1/2012</td></tr></table>		Issue	Space Close	Material Close	June (creative: ATACAMA horseback)	BOOKED 3/21/2012	PROVIDED 3/30/2012	September (PATAGONIA glacier)	BOOKED 6/8/2012	PROVIDED 6/29/2012	October (EASTER ISLAND moai)	BOOKED 7/16/2012	PROVIDED 8/1/2012			
Issue	Space Close	Material Close														
June (creative: ATACAMA horseback)	BOOKED 3/21/2012	PROVIDED 3/30/2012														
September (PATAGONIA glacier)	BOOKED 6/8/2012	PROVIDED 6/29/2012														
October (EASTER ISLAND moai)	BOOKED 7/16/2012	PROVIDED 8/1/2012														
3 Full Page advertorial units ("Perfect Days" custom units)		None	\$285,000	\$285,000												
Production & design of custom units		None	\$30,000	\$30,000												
Targeted travel channel and ROS units August - October (1.6m Impressions)		\$22,222	\$36,000	\$13,778												
2 x Email blast to 60,000 opt-ins		None	\$15,000	\$15,000												
PROGRAM TOTAL		\$122,222	\$651,000	\$343,778												
		Value / Cost ratio		5.33												
Outside Online (Ayoan Focus)																
1 month online program		\$26,025	\$54,410													
<table><tr><td>Issue</td><td>Space Close</td><td>Material Close</td></tr><tr><td>November 22-December 22 Online ONLY</td><td>BOOKED 11/9/2012</td><td>PROVIDED 11/14/12</td></tr></table>		Issue	Space Close	Material Close	November 22-December 22 Online ONLY	BOOKED 11/9/2012	PROVIDED 11/14/12									
Issue	Space Close	Material Close														
November 22-December 22 Online ONLY	BOOKED 11/9/2012	PROVIDED 11/14/12														
Adventure Channel Targeted banners																
2 Days of Homepage Takeover																
Run-of-Site banners																
1,295,000+ total Impressions																
PROGRAM TOTAL		\$26,025	\$54,410	\$0												
		Value / Cost ratio		2.09												
Travel/Lecture (Global Bazaar Package)																
3 x single sheet inserts (creative supplied by Chile, T+L to print)		\$194,444	\$418,827	\$50,000												
Selected distribution: NY, CA, FL and DC (291,054 total circulation)																
<table><tr><td>Issue</td><td>Space Close</td><td>Material Close</td></tr><tr><td>September (creative: PATAGONIA kayak)</td><td>BOOKED 5/4/2012</td><td>PROVIDED 6/29/2012</td></tr><tr><td>October (EASTER ISLAND moai)</td><td>BOOKED 7/20/2012</td><td>PROVIDED 8/1/2012</td></tr><tr><td>November (Santiago / Wine region)</td><td>BOOKED 8/14/2012</td><td>PROVIDED 9/6/2012</td></tr></table>		Issue	Space Close	Material Close	September (creative: PATAGONIA kayak)	BOOKED 5/4/2012	PROVIDED 6/29/2012	October (EASTER ISLAND moai)	BOOKED 7/20/2012	PROVIDED 8/1/2012	November (Santiago / Wine region)	BOOKED 8/14/2012	PROVIDED 9/6/2012			
Issue	Space Close	Material Close														
September (creative: PATAGONIA kayak)	BOOKED 5/4/2012	PROVIDED 6/29/2012														
October (EASTER ISLAND moai)	BOOKED 7/20/2012	PROVIDED 8/1/2012														
November (Santiago / Wine region)	BOOKED 8/14/2012	PROVIDED 9/6/2012														
Printing of 873,162 inserts		None	-	-												
Development of itinerary (A&K) and full page advertorial (reverse of insert)		None	-	-												
2.2m geo- and Latin American content- targeted Impressions on T+L.com		None	-	-												
E-newsletter banner sponsorship (560,000 subscribers)		None	-	-												
Hot Deals newsletter(x2)- package featured to 163,000 opt-in readers		None	-	-												
Travel Agent Outreach Newsletter: 1 page advertorial in 3 issues, and 1/4 page ad in 1 issue		None	-	-												
PROGRAM TOTAL		\$194,444	\$418,827	\$50,000												
		Value / Cost ratio		2.15												
Travel/Lecture (Araucania Focus)																
3 x single sheet insert (creative supplied by Chile, T+L to print)		\$47,000	\$94,000	-												
Selected distribution: NY metro (110,945 total circulation)																
<table><tr><td>Issue</td><td>Space Close</td><td>Material Close</td></tr><tr><td>January 2013 (ARAUCANIA)</td><td>BOOKED 10/29/2012</td><td>PROVIDED 11/7/2012</td></tr></table>		Issue	Space Close	Material Close	January 2013 (ARAUCANIA)	BOOKED 10/29/2012	PROVIDED 11/7/2012									
Issue	Space Close	Material Close														
January 2013 (ARAUCANIA)	BOOKED 10/29/2012	PROVIDED 11/7/2012														
Printing of 110,945 inserts		None	-	-												
Onboard In-Book Promotion		None	\$24,870	-												
Check-In Online Promotion		None	\$10,000	-												
Social Media Outreach		None	\$10,000	-												
PROGRAM TOTAL		\$47,000	\$138,870	\$0												
		Value / Cost ratio		2.95												
Virtuoso Life																
1 x Full page ad + 1 x Double page spread																
<table><tr><td>Issue</td><td>Space Close</td><td>Material Close</td></tr><tr><td>September / October (ATACAMA food & wine)</td><td>n/a</td><td>PROVIDED 6/29/2012</td></tr><tr><td>September Destination Guide South America, Mexico & Caribbean (PATAGONIA double page)</td><td>n/a</td><td>PROVIDED 6/29/2012</td></tr></table>		Issue	Space Close	Material Close	September / October (ATACAMA food & wine)	n/a	PROVIDED 6/29/2012	September Destination Guide South America, Mexico & Caribbean (PATAGONIA double page)	n/a	PROVIDED 6/29/2012	n/a	n/a	n/a			
Issue	Space Close	Material Close														
September / October (ATACAMA food & wine)	n/a	PROVIDED 6/29/2012														
September Destination Guide South America, Mexico & Caribbean (PATAGONIA double page)	n/a	PROVIDED 6/29/2012														
		n/a	n/a	n/a												
TOTALS		\$547,000	\$1,894,908	\$594,427												
		Value / Cost ratio		3.45												



A black and white advertisement for LAN Airlines featuring a dramatic landscape of a mountain range with a small building on a peak. The text "NATURAL RESERVATION" is on the mountain. The LAN Airlines logo is in the top right. A banner reads "ONLY IN SOUTH AMERICA". The main headline is "CATCH THE WONDER OF PATAGONIA". Below it, text describes Chilean Patagonia as a privileged location with mountains, rivers, and fishing. Further text mentions LAN's 80 years of service and its South American network. The website "www.chile.travel" is at the bottom left, and the "Chile" logo with stars is at the bottom right.

NATURAL RESERVATION

LAN AIRLINES

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Chilean Patagonia occupies a privileged location with mountains, rivers, and some of the best fly fishing in the world. Almost 1,000 miles of riverbanks are virtually untouched by man - and ideal for casting after rainbow trout and local taro. Attractive offers are just as easy to catch! Experience it with LAN.

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LAN. Fly South America's best network.

www.chile.travel

Chile

Saveur Magazine, June/July 2012. Circulation: 325,000
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With our unique insider information, packages and more.

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Start today at www.chile.travel

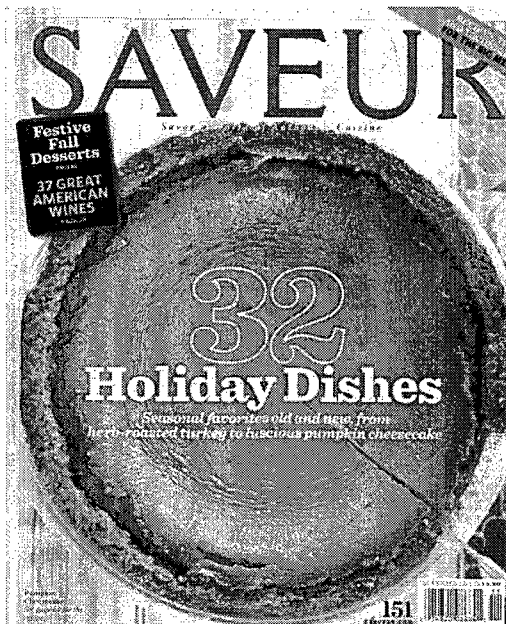
Chile

With over 40 years of world-leading service and more than 40 destinations in the region, South America is closer than ever. LAN, the South American's best airline, has been recognized as South America's BEST by Travelers' Choice award. And with planning your dream vacation with our unique Chile itineraries, packages and more.

LAN AIRLINES

Saveur Magazine, October 2012. Circulation: 325,000
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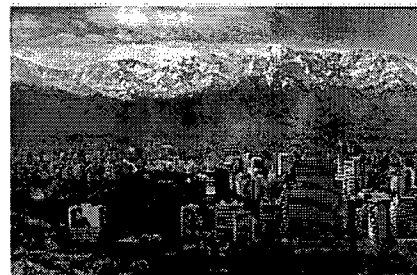




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Discover Chile

From its luxurious city life to its reputable wine country



There's perhaps no sight more stunning than the modernity of Santiago's skyline against the backdrop of ancient mountains—the Andes on one side and the Coastal Mountains on the other. And visitors to this stunning capital city will find this contrast in every nook and cranny.

A popular city break is the Colchagua Wine Route (Ruta del Vino), family-owned wineries, the majority of which are in the central valley and easy to access by car.

Start downtown where you'll find the heart of historic Santiago and its key attractions. The Plaza de Armas is a graceful Colonial Baroque plaza lined with palm trees and some of the oldest architecture in the city. But come here to get a sense of grandeur and modern day Chileans as this is both a meeting place and a crossroads, making for excellent people-watching. Pop up to Cerro Santa Lucía, the grassy hill named for the dry Pedro de Valdivia founded the city. It's a work of living architecture and history itself with its winding stairs, fountains, sculptures and monuments. From here, you'll have a view of Santiago from the inside looking out.

Two neighborhoods best show Santiago as a city of contrast, both artistic and elegant—Providencia and Barrio Bellavista.

Providencia is a shopper's paradise with a range of choices from shopping centers (very popular in South America) to designer boutiques. Barrio Bellavista is a bohemian mosaic of cafes, known for its nightclubs and art galleries amid historic houses (Pablo Neruda lived here).

Take the Teleférico, the gondola that stretches to the top of San Cristóbal Hill for the outside-looking-in view of the city.

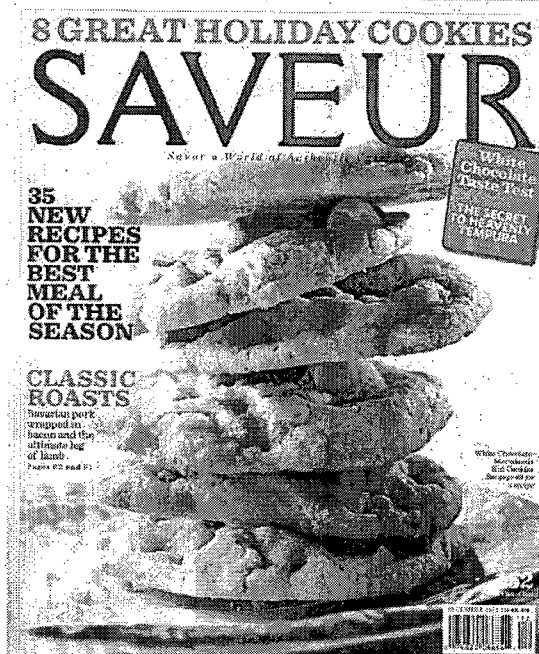
A popular city break is the Colchagua Wine Route (Ruta del Vino), family-owned wineries, the majority of which are in the central valley and easy to access by car. This route is one of Chile's best-known regions for premium red varieties. Here you'll taste world-class Cabernet and Syrah, which have European pedigrees, and Carmenere, Chile's "lost grape," which has been rediscovered and is touted as the country's response to Malbec.

For more information on Chile's capital and wine regions visit www.chile.travel



Saveur Magazine, November 2012. Circulation: 325,000
Full Page Advertorial

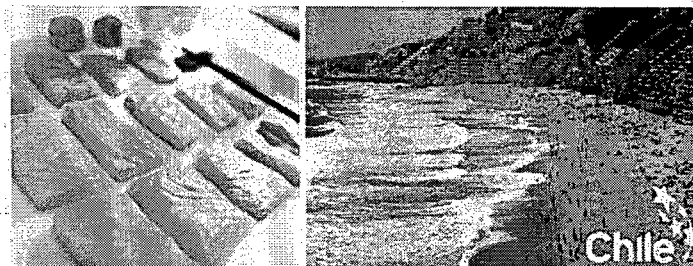




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CHILE

A SEAFOOD LOVER'S DELIGHT



Chilean poet, diplomat, and politician Pablo Neruda, once described Chilean seafood chowder as a dish in which "you may know heaven." It should probably come as no surprise then that some of the world's most flavorful seafood awaits you along Chile's nearly 3,000 miles of stunning Pacific coastline.

Chilean poet, diplomat, and politician Pablo Neruda, once described Chilean seafood chowder as a dish in which "you may know heaven."

For a seafood lover's tour of Chile, start in Valparaiso, the country's largest port, oldest city, and a UNESCO World Heritage site. At the historic port, tour the bay in one of the hundreds of small boats waiting at the docks before enjoying a waterside meal of ceviche. A staple in both *ranchos* and in *mariscos*, ceviche is a dish with red sauce, local clams, mussels, and shrimp. Don't leave Valparaiso (or "Pancha," as locals call their city) without taking a ride on one of the outdoor elevators to enjoy the spectacular sea views from more than 40 hills.

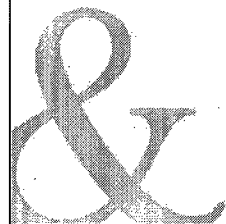
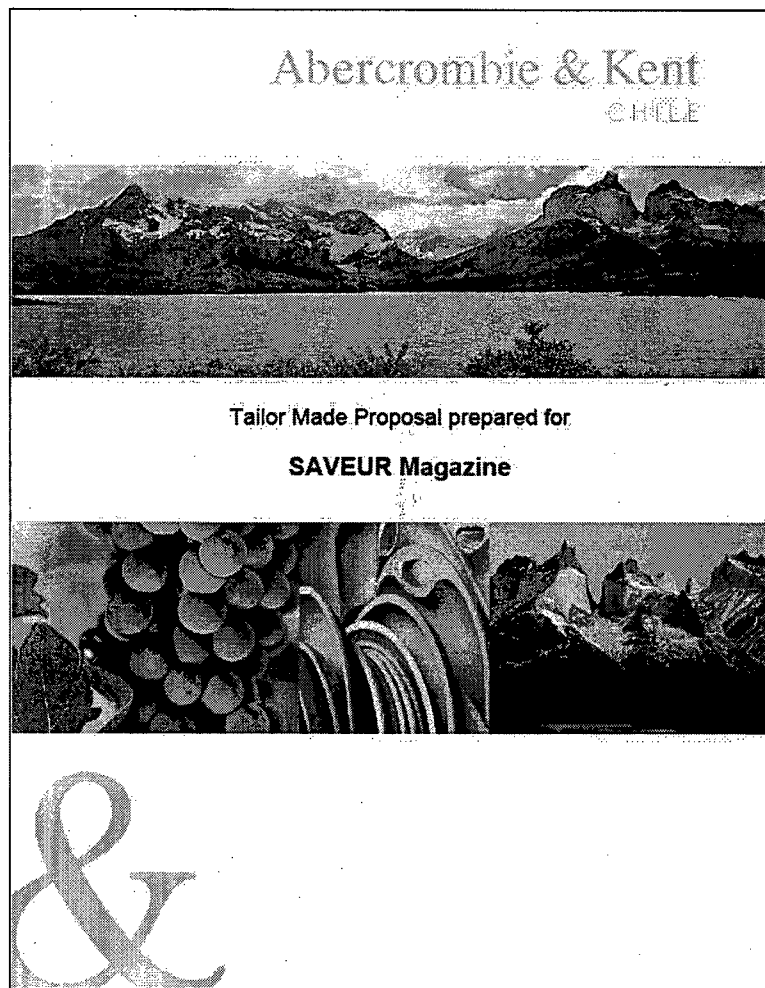
Just north of the Valparaíso is seaside Viña del Mar. Although nicknamed the "Garden City," it's famed for its beautiful beaches and delicious local seafood. It's the perfect destination for seaside dining, perhaps on fixed outdoor, Chile's most popular (and least expensive) fish.

A short drive further up the coast is Matucana, one of central Chile's trendiest beach destinations, where a fashionable crowd enjoys a vibrant nightlife, golden sand, and seafood delights ranging from king crab to stuffed sea bass. Finally, nearby Concepción, the site of a renowned nature sanctuary, is a favorite coastal destination for casual seafood eaters. While here, try ordering another Chilean favorite, *repostado*, its mild taste and firm texture lends itself especially well to bruschetta gilding.

FOR MORE INFORMATION ON CHILE AND ITS SEAFOOD, VISIT US AT WWW.CHILE.TRAVEL

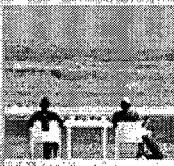
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Chile



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The Tastes of Chile
 Enjoy 11 fabulous days in Chile, a country of contrasts and striking beauty offering a diverse culture that cannot be found anywhere else. [More >](#)
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The Tastes of Chile

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From fine culinary experiences to extensive adventures, Chile offers a vast range of opportunities that will meet your travel passion points.

Your journey will begin in Santiago, Chile's sophisticated capital, where a private guide will give you an in-depth look at its prominent landmarks such as the Plaza de Armas, the city's most famous square.

Next you'll travel to one of Chile's most important wine-producing areas, the Casablanca Valley, where you will visit the Loma Larga family vineyard and discover the peaceful vineyard's area and its beautiful old parks before an exclusive wine tasting on the country-state house.

As your trip comes to an end, take an off-the-beaten-path excursion to Torres del Paine Park, the heart of Patagonia. You can explore the beautiful surroundings by vehicle, boat, or horseback.

For more information or to book this or a similar itinerary, contact Pam Walker of Walker Adventures, an affiliate of Travel Market Vacations, at 888.790.8977 or plwalker@earthlink.net

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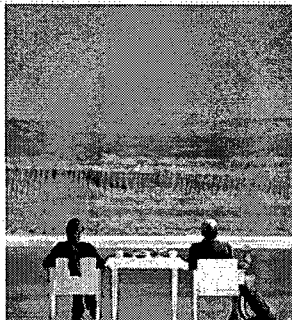
- Upgrade on arrival, subject to availability, daily breakfast, and an exclusive gift from Explore on Patagonia.

Price: Starting at \$7,250 per person plus airfare within Chile of \$753.00 per person.

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Turismo Chile
Chile is a country of contrast and striking beauty that offers an enviable combination of natural wonders and great adventure. Visit the Loma Larga family vineyard where you can enjoy an exclusive wine tasting at the country-state house or embark on a five-hour land drive to Torres del Paine National Park. No matter your preference, Chile has a mixture of opportunities to satisfy your travel passions.

Visit [Chile.Travel](#).


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Latest Video



In-Book and Online Menu Listing in November issue

Chile

Discover Chile

No images? [View the online version.](#)

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Discover Chile

When planning your next getaway consider Chile - a country of striking beauty that offers a broad range of opportunities that will meet your travel passions.

For cultural seekers, there's no sight more stunning than the modernity of Santiago. Two neighborhoods that best show Santiago as a city of contrast are Providencia and Barrio Bellavista. Providencia is a shopper's paradise with a range of choices from shopping centers to designer boutiques. Barrio Bellavista is a bohemian mosaic of cafés, known for its nightclubs and art galleries.

For those travelers in search of notable wine country, visit the Colchagua Wine Route. This route is one of Chile's best-known regions for premium red varieties, the majority of which are in the central valley and easy to access by car.

For more information on Chile and to book a trip

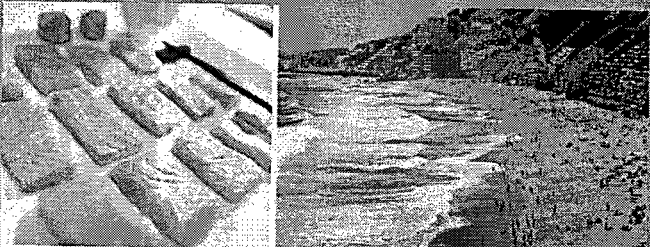

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Chile

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9/25 E-Blast, sent to 157,146 subscribers
% of Opened (Unique): 14.48%, CTR of Opens: 3.08%
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Chile






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- A historical tour of Santiago, Chile's most sophisticated capital
- A taste of delectable wines found in Chile's notable wine country

FOR MORE INFORMATION ON CHILE AND TO CREATE A CUSTOM ITINERARY FOR YOUR CLIENT, VISIT WWW.CHILE.TRAVEL



11/8 E-Blast to Travel Advisory Board, sent to 7,500 subscribers
Unique Opens: 730, CTR of Opens: 23.97%



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WHAT WE'RE READING, COOKING, AND EATING NOW

THE MEXICO ISSUE

Sep 21, 2012

Tortilla Buying Guide

by Kellie Evans

Nothing can beat the supple texture and earthy flavor of freshly pressed tortillas. Still, there are some commercial brands that are quite good, though you should always cook

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- Baking
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How to Make Perfect Scrambled Eggs



VIDEO-How to Shape Dumplings

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WHAT WE'RE READING, COOKING, AND EATING NOW

Aug 21, 2012

How to Make Perfect Scrambled Eggs

Creamy-soft scrambled eggs require slow cooking over low heat. Drier ones call for a hot skillet, less stirring, and quicker cooking. This version of scrambled eggs employs the slow-and-low approach, with butter, chives, and heavy cream added just before the eggs are done. [See the how-to »](#)

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How to Make Perfect Scrambled Eggs



VIDEO-How to Shape Dumplings

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Jul 18, 2012
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Summertime cooking should be easy and fun — no one wants to slave away in front of a hot stove in the middle of a heatwave, or miss an opportunity to enjoy food out of doors in the summer sun

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Aug 21, 2012
How to Make Perfect

728x90 Patagonia (1) Banner Ad





The banner is a screenshot of the SAVEUR website. At the top, there's a navigation bar with links: Home, Sign up, Log in, Subscribe, iPad, Google Play, Kindle, Nook, Zinio. Below this is a main header with the SAVEUR logo and the tagline "Savor a World of Authentic Cuisine". To the right of the logo is a "VISIT CHILE FOR MEMORABLE EXPERIENCES" banner. Further right is a "SAVEUR 101 Classic Recipes" section with a "GET SAVEUR NOW! SUBSCRIBE" button. Below the header is a horizontal menu with categories: RECIPES, TECHNIQUES, TRAVELS, KITCHEN, WINE & DRINK. Underneath this menu are links for About, Sweepstakes & Promotions, Photos, Videos, Market, Taste of SAVEUR, Sites We Love, and In the Magazine. The main content area features a "GREY GOOSE PUNCH WARS MAY THE BEST PUNCH WIN. GET STARTED" banner. Below this is a "KITCHEN BROWSE CATEGORIES" section with links for One Good Find, Tools & Products, Design, Entertaining, Foods, and Books & Reference. To the right of this is a "SEARCH RECIPES & MORE" search bar. Below the search bar is a "MOST POPULAR RECIPES" section with links for Chicken, Appetizers, Desserts, Italian, Mexican, French, and Find a Random Recipe. At the bottom of the banner, there are three smaller sections: "The Mexican Pantry" with an image of two tomatoes, "Six Essential Mexican Cookbooks" with an image of a book, and "the DAILY FARE KITCHEN" with an image of a tablet displaying "ne, us7 The new tablet".

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KITCHEN
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- One Good Find
- Tools & Products
- Design
- Entertaining
- Foods
- Books & Reference

SEARCH RECIPES & MORE

MOST POPULAR RECIPES

- Chicken • Appetizers • Desserts • Italian
- Mexican • French • Find a Random Recipe

The Mexican Pantry

Six Essential Mexican Cookbooks

the DAILY FARE KITCHEN

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The new tablet

728x90 Patagonia (2) Banner Ad





The banner features a top navigation bar with links: Home, Sign up, Log in, Subscribe, iPad, Google Play, Kindle, Nook, Zinio. Below this is a main header with the 'SAVEUR' logo and the tagline 'Savor a World of Authentic Cuisine'. Navigation tabs include RECIPES, TECHNIQUES, TRAVELS, KITCHEN, and WINE & DRINK. A secondary navigation bar lists: About, Sweepstakes & Promotions, Photos, Videos, Market, Taste of SAVEUR, Sites We Love, and In the Magazine. The main content area is divided into several sections: a 'TECHNIQUES' sidebar with categories like Selecting Ingredients, Storing and Preparing, Knife Skills, Baking, Stocks & Sauces, Roasting, Grilling, Frying, Cheesemaking, and Preserving; a 'PUNCH WARS' promotion for Grey Goose; a 'How to Make Perfect Scrambled Eggs' article; a 'VIDEO-How to Shape Dumplings' video; a 'SEARCH RECIPES & MORE' search bar; a 'MOST POPULAR RECIPES' section with links for Chicken, Appetizers, Desserts, Italian, Mexican, French, and Find a Random Recipe; and an advertisement for 'the DAILY FARE TECHNIQUES' and 'LED BURY YOUR NEW FAVORITE SHIRT'.

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- Frying
- Cheesemaking
- Preserving

How to Make Perfect Scrambled Eggs

VIDEO-How to Shape Dumplings

SEARCH RECIPES & MORE

MOST POPULAR RECIPES

Chicken • Appetizers • Desserts • Italian • Mexican • French • Find a Random Recipe

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WHAT WE'RE READING, COOKING, AND EATING NOW

728x90 Atacama Banner Ad

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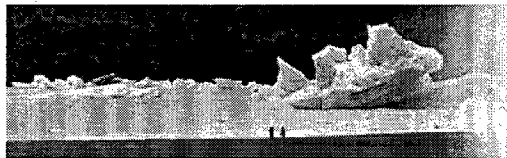
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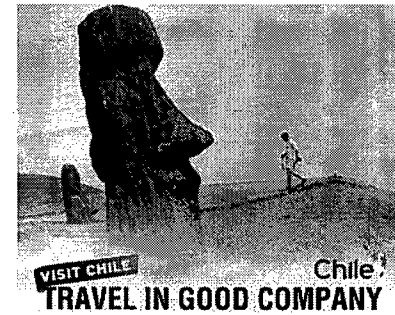
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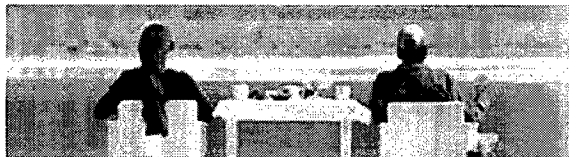
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FOR MEMORABLE EXPERIENCES



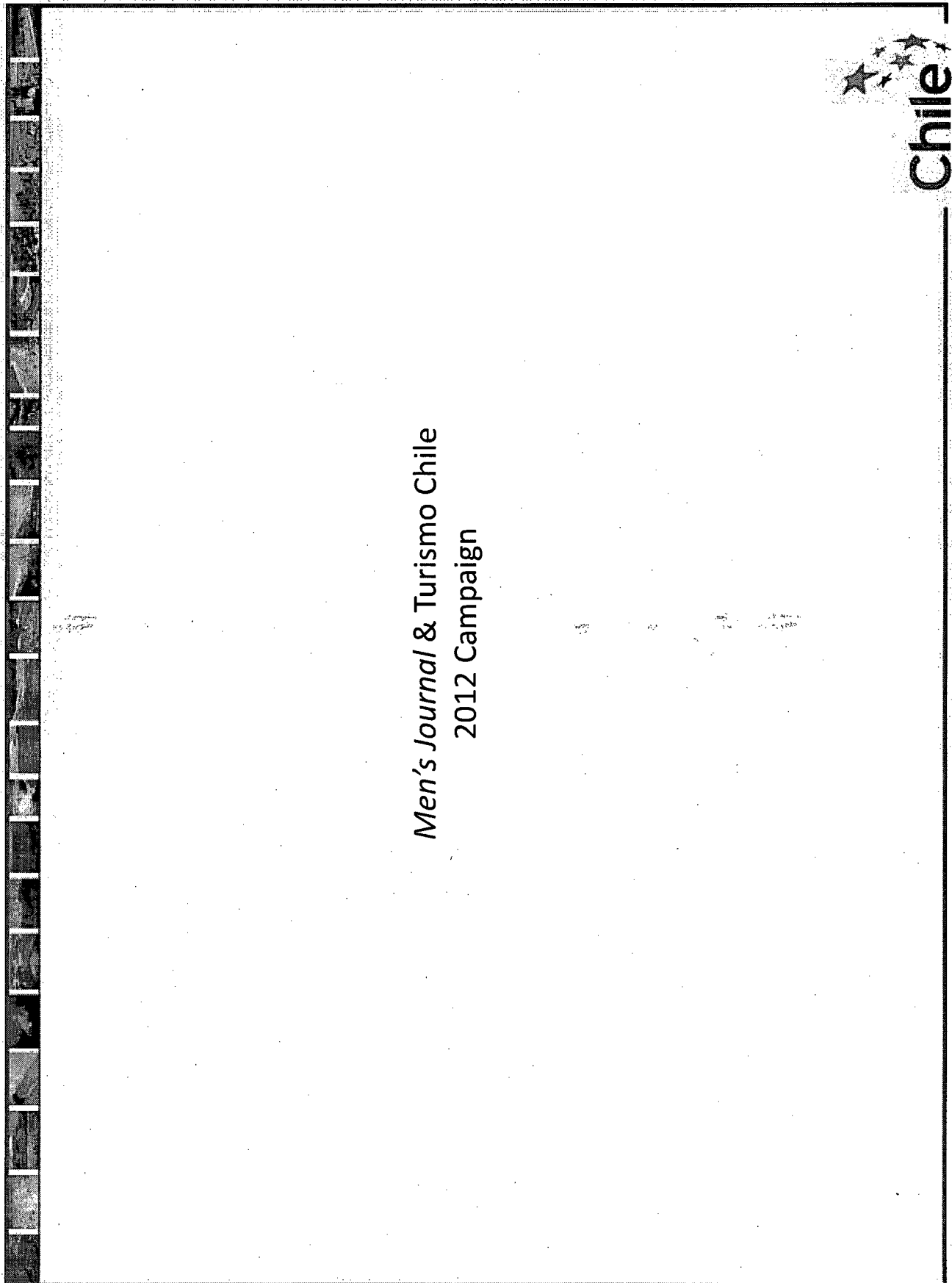
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Men's Journal Magazine, September 2012. Circulation: 700,000
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ONCE IN A LIFETIME IN CHILE
Chile plays host to some of the world's most extraordinary experiences for the adventurous enthusiast. Easter Island (Isla de Pascua) is just one of these. Known for its ancient hand-carved monolithic statues that dot the coastline, this mysterious landscape contains the most remote inhabited island in the world with amazing beaches, smooth surf and clear blue seas. Each island offers an adventure traveler's paradise.

EASTER ISLAND HIT LIST:

- **Volcano Trekking**
Climb the island's most spectacular volcanic crater of Rano Rarua. Located in Rapa Nui National Park, this giant quarry supplied the stone from which the enormous stone heads were carved and then transported throughout the island. Explore hundreds of abandoned and incomplete statues scattered on its slopes.
- **Scuba Diving**
Whether you are a professional or an amateur, the clear blue water and colorful coral reefs near Punt Arenas make this spot exceptional. With visibility that can reach 200 feet, the water reveals surreal underwater landscapes filled with shells, coral, and 100 species of marine life.
- **Horseback Riding**
With its undulating slopes and numerous volcanic cones, Easter Island offers the chance to tour nearly the entirety of this island by horse. Take a guided tour along the beach to the ruins of Ahu Tongariki, one of the island's oldest ceremonial sites, or ride to the peak of Parícuta volcano to get a panoramic view of the island.

Chile

For more on Chilean adventures, visit www.chile.travel

TRAVEL IN GOOD COMPANY

Easter Island is one of the most remote places in the world and one of the most rewarding. Visiting the moais is a once in a lifetime experience, as is relaxing on dramatic sandy beaches, hiking around volcanic craters, and everything you do on this otherworldly island.

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Men's Journal Magazine, October 2012. Circulation: 700,000
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ONCE IN A LIFETIME... IN CHILE

Looking for new opportunities to explore and experience the world around you? With everything from deep-sea scuba diving to mountain and volcano climbing, Chile has something for every adventure enthusiast. Topping the list of Chile's must-visit destinations is Easter Island - the world's most remote island. With its mysterious landscapes and clear blue seas, Easter Island is every adventure traveler's paradise.

EASTER ISLAND HIT LIST:



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Scuba Diving:
Whether you are a professional or an amateur, the clear blue water and colorful tropical fish near Motu Nui make this spot exceptional. With visibility that can reach 200 feet, the warm waters unveil an underwater landscape filled with cliffs, caves, and 360 species of fauna.

Volcano Trekking:
Climb the island's most spectacular volcanic crater of Rano Raraku, located in Rapa Nui National Park. This giant quarry supplied the stone from which the enigmatic stone heads were carved and then transported throughout the island. Explore hundreds of abandoned and incomplete statues scattered on its slopes.

[Learn More](#)

9/18 E-Blast, sent to 26,132 subscribers
4,056 Opens, 16% Open Rate, 294 Clicks, 7.25% CTR
Subject Line: Once in a Lifetime in Chile - Easter Island Hit List




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Looking for new opportunities to explore and experience the world around you? With everything from deep-sea scuba diving to mountain and volcano climbing, Chile has something for everyone to enjoy.


The northern region of Atacama is a unique region in Chile that is home to many geographic phenomena, such as dry deserts, hot fires and boiling geysers but also flourishing towns — making it a must-visit destination.

ATACAMA HIT LIST



VALLE DE LA LUNA
(VALLEY OF THE MOON)

Towering dunes and twisting canyons craft an uncanny resemblance to the surface of the moon. On two wheels, you can experience the entire landscape with trails ranging from medium to difficult. Make sure to witness a sunset, when an extraordinary color palette and overwhelming silence will make you feel like you're exploring a place out of this world.



ATACAMA SALT FLAT

Many travelers come to the Atacama Salt Flat, located in the Los Flamencos National Reserve in search of the flamingoes that live there. The three species that nest and feed in the "ojos de agua", or "eyes of water", are the Andean, Chilean, and James' flamingoes. Guides are on hand to help you identify them and other birds in the area.

Chile

LEARN MORE

10/15 E-Blast, sent to 25,817 subscribers
4,851 Opens, 19% Open Rate, 271 Clicks, 5.59%CTR
Subject Line: Once in a Lifetime in Chile - Atacama Hit List



ONCE IN A LIFETIME... IN CHILE

With everything from deep-sea scuba diving to volcano and glacier adventures, Chile has something for everyone to enjoy. Positioned at the southernmost tip of the South American continent, Patagonia offers breathtaking views that include lush landscapes alongside frozen glaciers and icebergs, islands and rolling mountain ranges.

PATAGONIA HIT LIST:

KAYAKING IN SOUTHERN PATAGONIA



For a real adventure, head to the Strait of Magellan in Cabo San Isidro. Here, local kayaking tours can take you to Cabo Forward, where you'll find the cross that marks the end of the continent. Sail past glaciers and through the Strait of Magellan where you'll find humpback whales, orcas, and dolphins in their natural habitat.

MYLODON CAVE IN PUERTO NATALES



The Mylodon Cave is a must-see for tourists looking for a super-natural experience. Learn about the mythical Mylodon creature and explore the entrance of the Cave, where the Devil's Chair is found. Some say that the Mylodon would use this rocky seat as a throne while others whisper that it was made for Lucifer himself.

Chile

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11/5 E-Blast, sent to 25,148 subscribers
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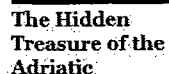
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**LOOKING FOR A ONCE IN
A LIFETIME ADVENTURE?
BEGIN YOURS ON EASTER ISLAND**

Chile

TRAVEL



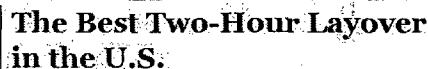
Far from the beaten path, a cliffside village on the Dalmatian coast offers spectacular views above sky-blue waters.



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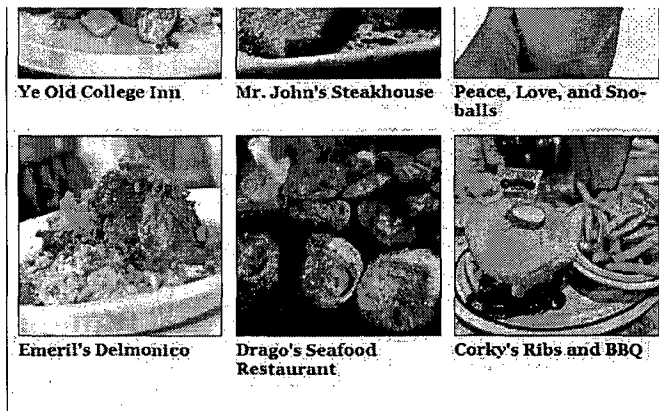
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An adventure traveler's paradise off the coast of Chile.

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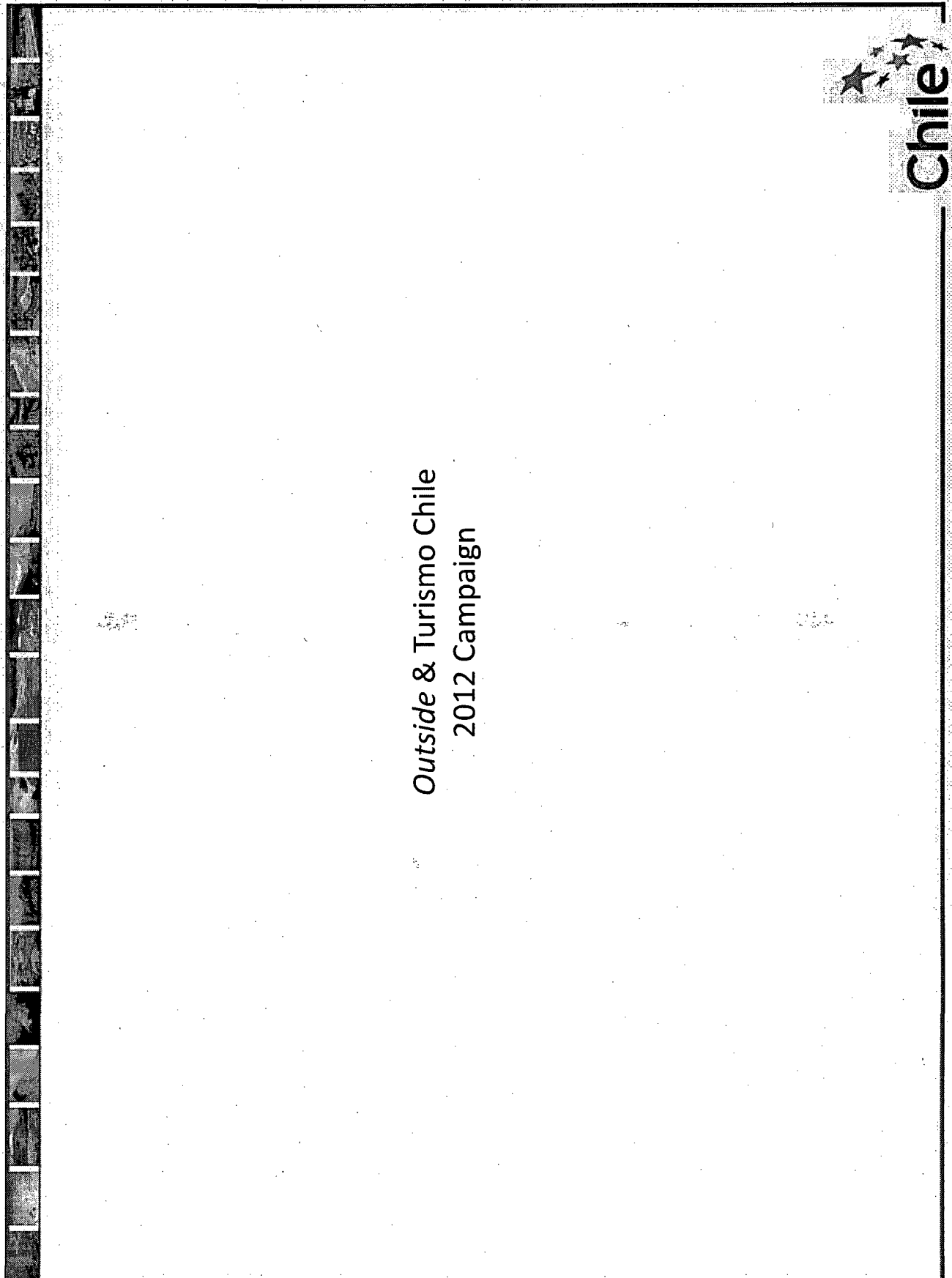
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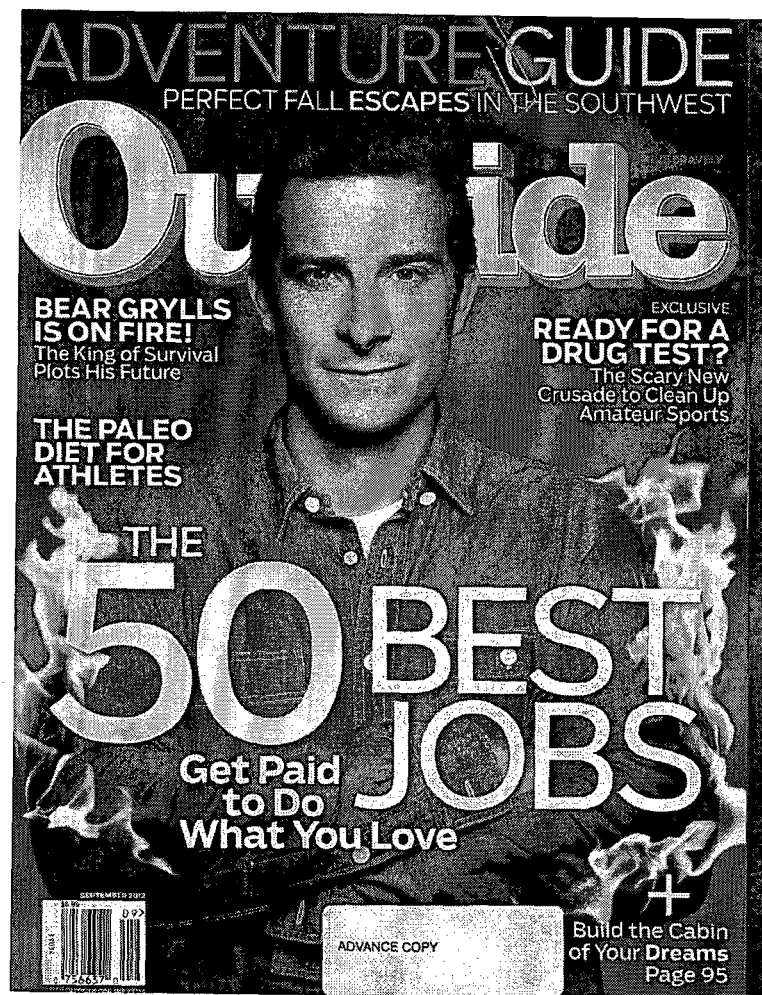


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Run of MensJournal.com Box	300x250	09/15/12	11/15/12	321,429	321,579	243	0.08%	100%
Run of MensJournal.com Leaderboard	728x90	09/15/12	11/15/12	346,154	346,160	383	0.11%	100%
Run of MensJournal.com Box (Below Fold)	300x250	09/15/12	11/15/12	30,000	30,000	13	0.04%	100%
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Outside Magazine, September 2012. Total Reach: 2.2 million
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TAKE A VERY LONG WALK AT THE BEAUTIFUL END OF THE EARTH

From a distance, the Torres del Paine look like the spine of an ancient beast, broken giant's teeth, Earth's very skeleton. They rise like endless crooked staircases, then fall in the smooth arc of a terrible petrified wave. They're a pale, pearl gray against the dark blue sky, half veiled in mist. Below the towers, glacial lakes gleam like opals. And cutting through them, carved by ice and time, are deep, shadowy passages that seem to lead, as Charles Darwin once put it, "beyond the confines of this world."

WALKING BEYOND

You can't see this place by airplane, not through the window of a car, not on film. Patagonia—the remote, moonscaped expanse of southern Chile—has to be walked, paddled, climbed,

breathed. Skim your fingers in the gleaming silver silt of Grey Lake, step carefully around a tiny cluster of jewel-bright flowers struggling to live in naked rock, sit among the curious plant cushions of the Magellan tundra, watch for quiet punas padding gracefully through the barren hills, rest in the shadow of the towers. Keep walking.

The landscape is huge, sublime, but the trekking is reasonable: it's challenging enough to be really satisfying, and it's thoughtfully organized. There are two main trails through the Torres del Paine: the Circuit Trail (33 miles) and the W Trail (46 miles). Of the two, the W is more popular: it skips a long haul over the John Gardner Pass with no refuges (although the view of the Patagonia Ice Field will blow your mind). Some companies provide guided treks, or you can



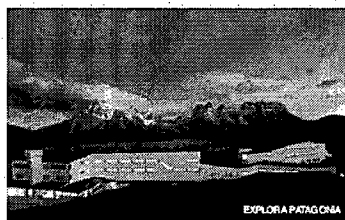
GREY GLACIER

explore with your own group; the one thing you can't do is wander the Torres del Paine alone.

Trekking the W offers a singular satisfaction: the sweetness of the air as you huff along, a chance to examine tiny creatures and plants on the trail, the taste of Chilean wine at sunset (forget carrying it: the refuges—little huts that dot the trail and shelter weary hikers—have it on offer), the delicious tiredness after a day spent hiking. The refuges provide food, hot showers, and beds. Book them well in advance, or bring your own tent; when you trek in the mild Patagonian summer, you're sure to have company.

A HISTORY OF WATER AND HORSES

Hiking is just one way to see breathtaking Torres del Paine National Park. You can kayak the aquamarine-and-pewter lakes and get a feel for Chile's ancient glacial waters. Or you can ride a horse through the pampas. Local gauchos will guide you on an intimate journey through their Patagonian homelands, and trips vary according to ability. Some rides give you a chance to gallop freely across this timeless, wild land; all rides lead you to surprising, glorious views.



EXPLORA PATAGONIA

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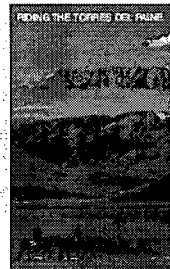
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A DIFFERENT KIND OF NATURAL BEAUTY

Before you leave, treat yourself to some time in the beautiful Explora Patagonia, which sits on the edge of the Salto Chico waterfall with an unparalleled view of the three Torres del

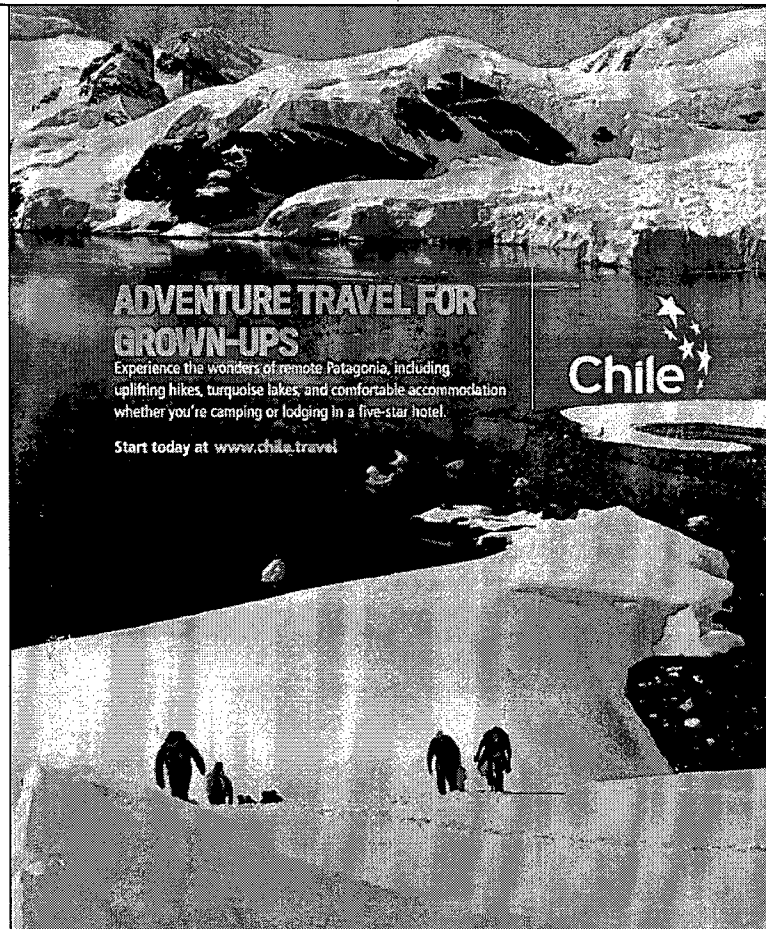
Paine. Created to form a "dialogue with nature," the clean, elegant lines of the hotel make you feel sheltered not from nature but within it. Explora Patagonia offers treks and horseback rides that depart right from the living room and a full bar and restaurant when you return.

Patagonia is like nowhere else in this world: the silver light, the architecture of wind and water, the soaring granite, the endless sky. When Darwin came to this spectacular place, saw the Torres del Paine, wandered through the jutting spires, the silent, brooding valleys—it changed him, and history, forever. Come see why.



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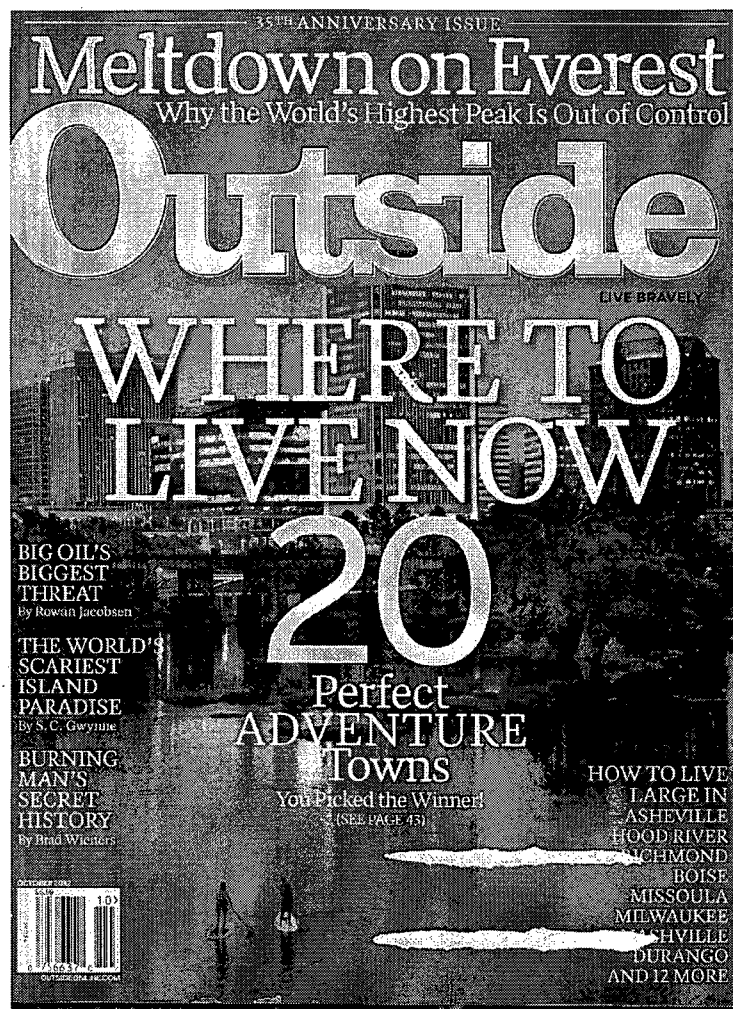
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Being a castaway has its downsides. You're (maybe) alone on some wild island. The people at work can't reach you. You've got to eat lobster, both in the sea, sleep on a deserted beach, and hunt through craggy volcanoes and ancient ruins in hope of finding civilization. You know the island has secrets (what are those huge stone heads?), but they haven't revealed themselves. Yet. You have to drink from crystalline pools, and at night you have only the light of the stars. You get very tan.

THE ISLANDS OF CHILE

Uh, downsize? Never mind. Who's going to go shipwreck ourselves somewhere. Remote. Gorgeous. Right off the coast of Chile, in fact. Here's something Robinson Crusoe never really mentioned: islands are paradise. Especially the Chilean islands—approximately 4,000 perfect sea-fringed ecosystems, still pristine, mostly uninhabited, and all offering the kind of adventure and beauty you simply can't get if you stick to the mainland.

Since shipwreck is unlikely (and also means) you can't take your scuba gear, you're best plan is to choose from among the thousands of islands and take the ferry or the short flight from the Chilean mainland to start your adventure. The (arguably) most famous of the islands—Isla de Pascua, or Easter Island—is an excellent place to begin.

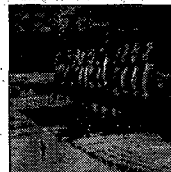


ISLA DE PASCUA: EASTER ISLAND

Easter Island is the most remote inhabited island on the planet. A thousand miles from Chile, this island retains a deep sense of mystery. You can get there via a five-hour flight from Santiago, and once there the things to explore and discover are endless. Hanga Raa is the heart of the island; there you can find lodgings (maybe try the Hanga Raa Eco Village and Spa) and restaurants serving delicious preparations of the local tuna, wine, and local crafts. Hanga Raa also hosts a number of diving schools; the scuba diving is excellent: warm, great visibility, rainbows of native fish, and a labyrinth of underwater caves that seduced Jacques Cousteau himself. Only one Easter Island beach is officially approved for swimming—the white sands and turquoise waters



of Anakena—but the diving and surfing are premium everywhere. Trekking is a good way to get a sense of the island's rich history and magnificent stone idols—the famous moai, the huge carved heads that watch over the island. One excellent trek takes you through the crater of the Rano Kau volcano to the ceremonial village of Orongo, where you can immerse yourself in the petroglyphs, sculptures, and icons of the ancient Rapa Nui (the welcoming Rapa Nui still flourish and are delighted to share their culture).



Because the island is small, a horseback excursion allows you to see almost all of it; if you opt not to trek the volcano you can take a ride through the grasslands and moai statues right up to the sides of Rano Kau. What you can't see on horseback is the honeycomb of caves under Easter Island. Researchers have mapped out more than 7,000 meters of volcanic caverns, and with a guide and a good flashlight you can have a whole different sort of island trip underground.

THE JUAN FERNANDEZ ARCHIPELAGO

Made up of three islands—Santa Clara, Robinson Crusoe, and Alejandro Selkirk, this archipelago lies in the South Pacific 400 miles from the Chilean mainland. Robinson Crusoe takes its name from the famous castaway in Daniel Defoe's 1719 novel. You can try living in a cave and making a godskin umbrella if you live, but this island—unlike the other two—is inhabited and welcomes visitors. Take a beautiful trail to the Alejandro Selkirk lookout (Selkirk is said to have been the "real" Robinson Crusoe) and see the native flora and fauna that won this island distinction as a World Biosphere Reserve. The diving and snorkeling are fantastic, and as for food—well, the main economy is lobster fishing. Enough said.

CHILE ISLAND

As your island hopping winds down and you consider returning to the mainland, make sure you stop at Chile's second largest island, Isla de Chilo, separated from Chile's coast only by the Chacao Strait and the Gulf of Corcovado. Once there, Chile National Park is accessible by a series of trails through the lush forest. Stolen of the island's churches have been designated UNESCO World Heritage sites. And the local palafitos, colorful houses built on stilts over the water, are definitely worth a visit before your time as a castaway comes to an end.

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Easter Island is one of the most remote places in the world and one of the most rewarding. Visiting the moais is a once in a lifetime experience, as is relaxing on dramatic sandy beaches, hiking around volcanic craters, and everything you do on this otherworldly island.

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LAN AIRLINES

Outside Magazine, October 2012. Total Reach: 2.2 million
Full Page Advertorial + Full Page Ad

Chile

Placement	Description	Dates	Impressions
Travel Channel Targeted Units	728x90 leaderboard ad unit	8/14 - 10/9	110,000
Travel Channel Targeted Units	336x280 box ad unit	8/14 - 10/9	125,000
Travel Channel Targeted Units	160x600 tower ad unit	8/14 - 10/9	100,000
Campaign Subtotal			335,000
ROS	728x90 leaderboard ad unit	8/14 - 10/9	170,000
ROS	336x280 box ad unit	8/14 - 10/9	175,000
ROS	160x600 tower ad unit	8/14 - 10/9	164,063
Campaign Subtotal			509,063
Consecutive Homepage Takeovers	Integrated as a fixed offering, Chile receives 100% SOV on the homepage for 2 days; High impact execution with button, push down unit, and box ad; all 3 units above the fold. 260x60, 970x60, 300x250	within flight	No impression guarantee
Campaign Subtotal			60,000
Dispatch eNewsletter Sponsorship	728x90 static and 160x600 static ad units sent to list of 140K per drop	within flight	140K sends per email No Impression Guarantee
Campaign Subtotal			approx 100,000
ADDED VALUE			
ROS	728x90 leaderboard ad unit	Dates TBD	20,000
ROS	336x280 box ad unit	Dates TBD	25,000
ROS	160x600 tower ad unit	Dates TBD	20,000
Campaign Subtotal			65,000


OutsideOnline.com campaign overview
1,109,063 total impressions



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Exposure on 14.12

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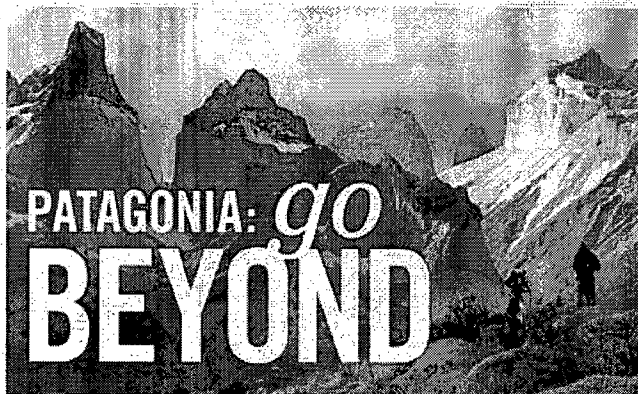
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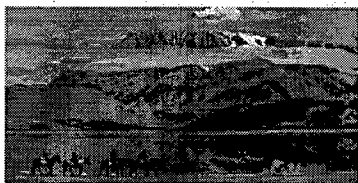
Should I Buy the New Garmin GPS Watch?

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You can't see this place by airplane, not through the window of a car, not on film. Patagonia – the remote, moonscaped expanse of southern Chile – has to be walked, paddled, climbed, breathed. Skim your fingers in the gleaming silver silt of Grey Lake, step carefully around a tiny cluster of jewel-bright flowers struggling to live in naked rock, sit among the curious plant cushions of the Magellan tundra, watch for quiet pumas padding gracefully through the barren hills, rest in the shadow of the towers.

Keep walking. The landscape is huge, sublime, but the trekking is reasonable: it's challenging enough to be really satisfying, and it's thoughtfully organized. There are two main trails through the Torres del Paine: the Circuit Trail (93 miles) and the W Trail (46 miles). Of the two, the W is more popular: it skips a long haul over the John Gardner Pass with no refugios (although the view of the Patagonia Ice Field will blow your mind). Some companies provide guided treks, or you can explore with your own group; the one thing you can't do is wander the Torres del Paine alone.



Trekking the W offers a singular satisfaction: the sweetness of the air as you huff along, a chance to examine tiny creatures and plants on the trail, the taste of Chilean wine at sunset (forget carrying it: the refugios – little huts that dot the trail and shelter weary hikers – have it on offer), the delicious tiredness after a day spent hiking. The refugios provide food, hot showers, and beds. Book them well in advance, or bring your own tent: when you trek in the mild Patagonian summer, you're sure to have company.

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9/25 exclusive email blast sent to 48,647

5,575 Opens, 11.46% Open Rate, 114 Clicks, 2.04% CTR

Subject Line: Chilean Patagonia: Discover Its Magnificence for Yourself

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get LOST IN CHILE



EASTER ISLAND is the most remote inhabited island on the planet. A thousand miles from Chile, this island retains a deep sense of mystery. You can get there via a 5-hour flight from Santiago, and once there the things to explore and discover are endless. Hanga Roa is the heart of the island; there you can find lodging, (maybe by the Hanga Roa Eco Village and Spa), restaurants serving delicious preparations of the local tuna, wine, and local crafts. Hanga Roa also hosts a number of diving schools; the SCUBA diving is excellent: warm, great visibility, rainbows of native fish, and a labyrinth of underwater caves that seduced Jacques Cousteau himself. Only one Easter Island beach is officially approved for swimming - the white sand and turquoise waters of Anakena - but the diving and surfing are premium everywhere.



Trekking is a good way to get a sense of the island's rich history and magnificent stone idols - the famous Moai, the huge carved heads that watch over the island. One excellent trek takes you through the crater of the Rano Kau Volcano to the ceremonial village of Orongo where you can immerse yourself in the petroglyphs, sculptures, and icons of the ancient Rapa Nui (the welcoming Rapa Nui still flourish and are delighted to share their culture).

Because the island is small, a horseback excursion allows you to see (almost) all of it. If you opt not to trek the volcano you can take a ride through the grasslands and Moai statues right up to the sides of the Rano Kau. What you can't see on horseback is the honeycomb of caves under Easter Island. Researchers have mapped out more than 7,000 meters of volcanic caverns, and with a guide and a good flashlight you can have a whole different side of island trip underground.

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10/2 exclusive email blast sent to 57,820 subscribers
 7,652 Opens, 13.23% Open Rate, 91 Clicks, 1.19% CTR
 Subject Line: Easter Island: Get Lost in Chile



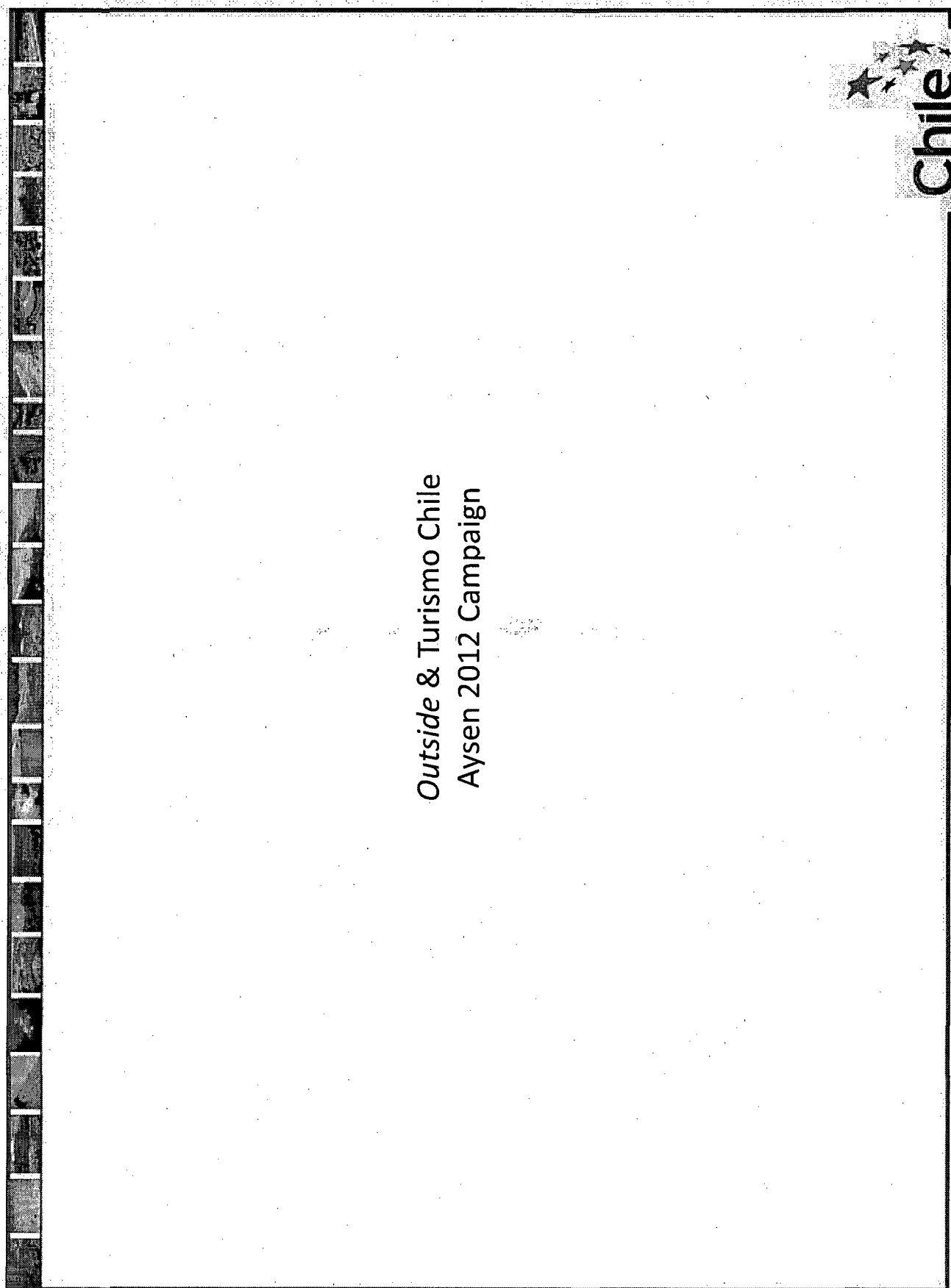
Turismo Chile**Date: Final****Customer IO/PO#:** 6987 / 97**Campaign Start Date:** 8/14/2012**Campaign Name:** Turismo Chile Aug-Oct 2012**Campaign End Date:** 10/31/2012**Agency:** Spring O'Brien & Co. Inc.**Report Date Range:** 8/14/12 - 10/31/12**Account Manager:** Katie Goodwin**3rd Party:** n/a**Digital Manager:** Lindsay Berg

Flight Dates Start End	Placement / Product / Size	Cost Model	Rate	Ordered Volume	Line Item Total	Outside Delivered To Date	Overdelivered Impressions	Total Clicks	Total CTR
9/18/12 9/19/12	HPT 9/18-9/19	Flat	\$ 3,000.00	1	\$3,000.00	122,378	n/a	142	0.12%
8/16/12 8/16/12	Dispatch Newsletter 8/16	Flat	\$ 2,000.00	1	\$2,000.00	58,337	n/a	38	0.07%
8/14/12 10/9/12	Travel 728x90	CPM	\$ 16.00	110,000	\$1,760.00	110,275	275	91	0.08%
8/14/12 10/9/12	Travel 300x250	CPM	\$ 16.00	124,000	\$1,984.00	124,313	313	148	0.12%
8/14/12 10/9/12	Travel 160x600	CPM	\$ 16.00	99,750	\$1,596.00	100,000	250	39	0.04%
8/14/12 10/9/12	ROS 728x90	CPM	\$ 14.00	220,000	\$3,080.00	220,551	551	167	0.08%
8/14/12 10/9/12	ROS 300x250	CPM	\$ 14.00	260,000	\$3,640.00	260,675	675	264	0.10%
8/14/12 10/9/12	ROS 160x600	CPM	\$ 14.00	210,000	\$2,940.00	210,525	525	84	0.04%
8/14/12 10/9/12	ROS 728x90 Bonus	CPM	\$ -	125,000	\$0.00	125,312	312	100	0.08%
8/14/12 10/9/12	ROS 300x250 Bonus	CPM	\$ -	175,000	\$0.00	175,443	443	180	0.10%
8/14/12 10/9/12	ROS 160x600 Bonus	CPM	\$ -	116,250	\$0.00	116,526	276	43	0.04%

1,440,000	\$20,000.00	1,624,335	3,620	1,296	0.08%
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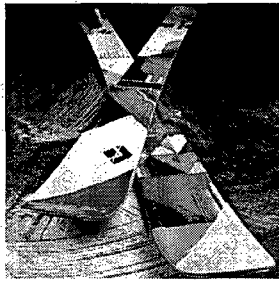
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Placement	Description	Dates	Impressions
Consecutive Homepage Takeovers	100% SOV on Outside Online's homepage for 2 days ad units include 970x60, 300x250 & 160x60	12/11/12 - 12/12/12	no impression guarantee
estimated			60,000
Adventure Channel targeted units	728x90 leaderboard ad unit	11/22/12 - 12/22/12	48,500
Adventure Channel targeted units	300x250 box ad unit	11/22/12 - 12/22/12	275,500
Adventure Channel targeted units	160x600 tower ad unit	11/22/12 - 12/22/12	52,500
Campaign Subtotal			376,500
ROS	728x90 leaderboard ad unit	11/22/12 - 12/22/12	130,500
ROS	300x250 box ad unit	11/22/12 - 12/22/12	555,000
ROS	160x600 tower ad unit	11/22/12 - 12/22/12	173,977
Campaign Subtotal			859,477
2012 CAMPAIGN TOTALS:			1,295,977

OutsideOnline.com campaign overview
1,295,977 total impressions

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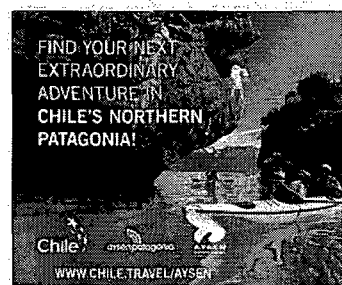
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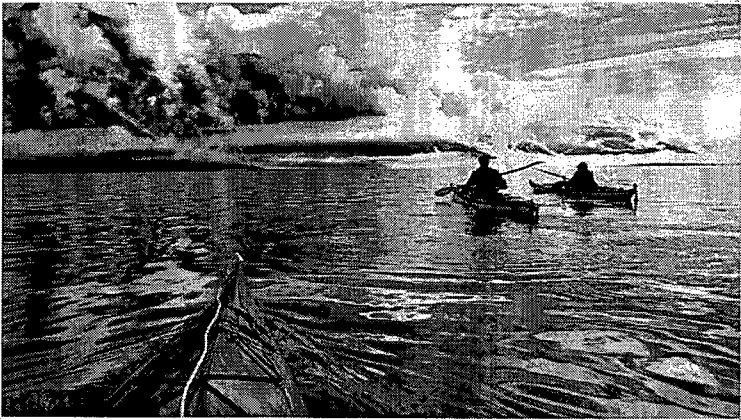
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2012 Adventure Issue



12 NATIONAL PARK ADVENTURES

Is there a way to find fresh adventure in our most iconic (and well-traveled) wildernesses? Actually, there



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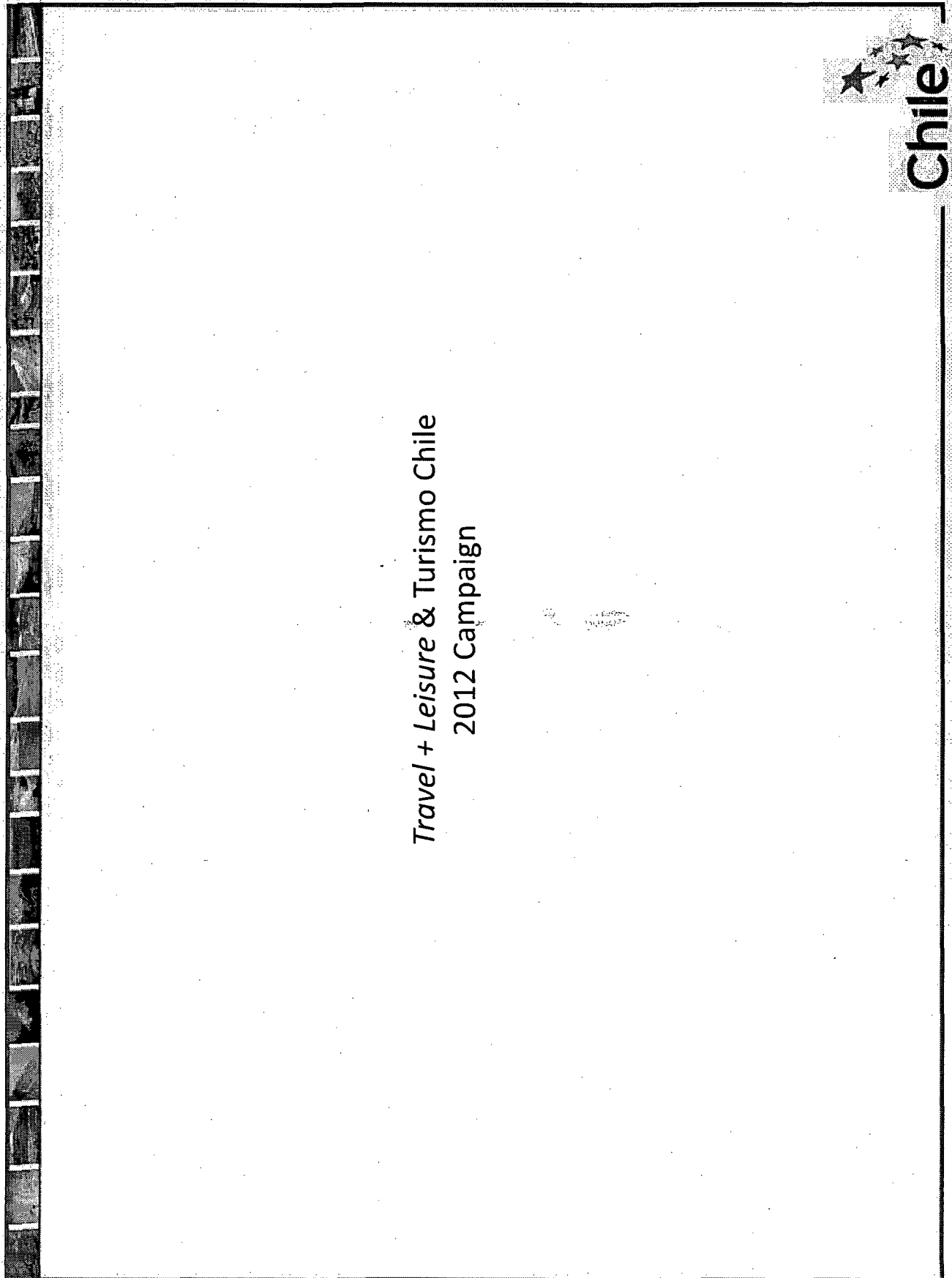
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Travel + Leisure Magazine, September 2012. 291,094 circulation.
Single Sheet Insert

Chile

DESTINATION CHILE

SANTIAGO

A growing art, culture, and design scene and proximity to an array of cultural pursuits help make Santiago a must-visit capital, says no wonder. The city was voted among the top 10 cities in Mexico, Central, and South America by the readers of *Travel + Leisure*. Enjoy gourmet food and trendy shopping in neighborhoods like the chic Italia and bohemian Bellavista, then stop by sites like the Teatro Municipal or the Impresario's Museum of Memory and Human Rights. Considered one of South America's safest cities, Santiago is set in the Andes foothills and is an ideal base for exploring nearby ski centers, vineyards, or beach towns like Valparaiso.

LAKES & VOLCANOES

Bordered by the Bío-Bío River, southern Chile is the ancestral home of the Mapuche culture and a scenic world of ancient forests, tauquén trout, and snow-capped volcanoes. The diverse landscapes make it a year-round favorite: ski at Nevados de Chillán, Pucón, and Antofagasta in winter, or try rafting, canopy rides, and volcano hiking in summer.

Tauquén River, Pucón

PATAGONIA

With more than 50 percent of its land designated as Protected Wilderness, Chilean Patagonia is a nature lover's paradise. Wake up early for the spectacular sunrise over Torres del Paine National Park, a UNESCO Biosphere Reserve, then explore the area's glaciers, waterfalls, forests, and granite towers. For an in-depth experience, join one of the exciting regional tours offered by Explora Patagonia, based at the luxury Hotel Sapo Chico, voted among the top 10 resorts in Central and South America by *Travel + Leisure* readers.

MALLO VALLEY

Of the best designated trail routes leading visitors through Chile's thriving wine regions, one of the most popular meanders through the Mallo Valley just outside of Santiago. Home to some of the country's oldest vines (planted by the conquistadors), the valley is covered with notable vineyards where guests can learn about the wine-making process, enjoy tastings, and savor local cuisine.

To learn more, visit
www.chile.travel

Torricelli Valley del Maipo

Whether your travel passions, the magnificent country of Chile has the perfect getaway spots for you—all backed by some of the world's most stunning vistas. Read on for a taste of the diverse experiences drawing visitors to this vibrant South American hot spot.

SPECIAL OFFER

Hacienda El Esteco, Torres del Paine NP

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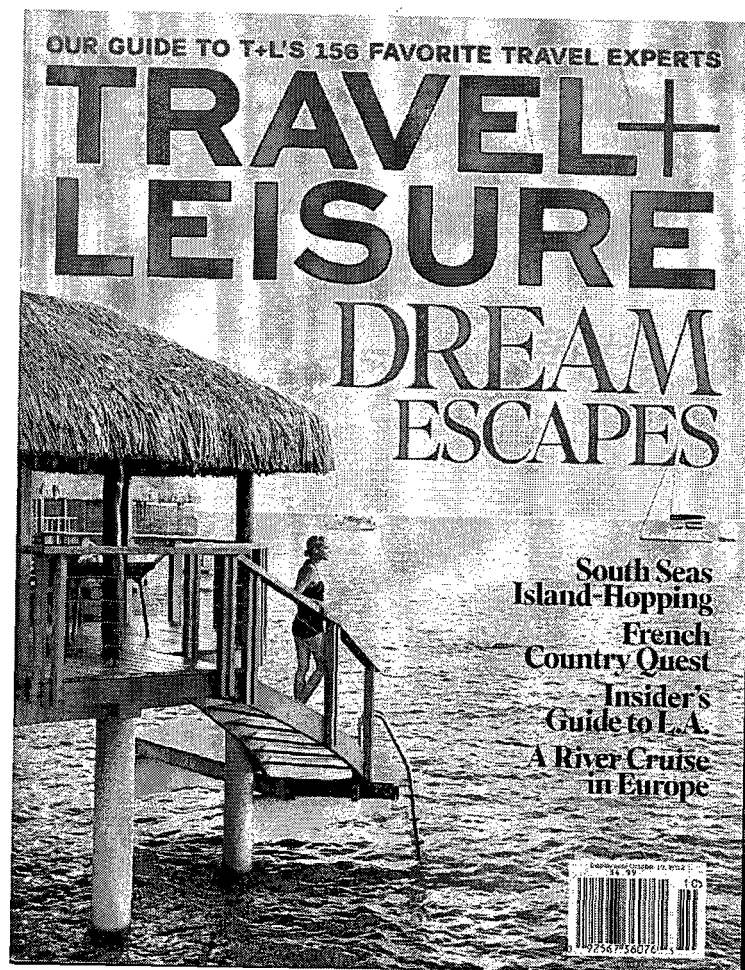
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Easter Island is one of the most remote places in the world, and one of the most rewarding. Visiting the moai is a once in a lifetime experience, as is relaxing on dramatic sandy beaches, hiking around volcanic craters, and everything you do on this otherworldly island.

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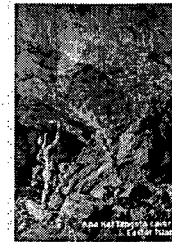


ANCIENT WONDERS
Also known as Rapa Nui, Easter Island is best known for the massive moai statues left by the tribes who lived here more than 800 years ago. It is thought that the statues represented the tribes' ancestors and were meant to protect their villages. Learn more about the moai and the island's fascinating history, mythology, and culture at the Padre Sebastián Englert Anthropological Museum.

VOLCANIC ADVENTURES
Don't miss a visit to one of Easter Island's spectacular volcanoes. At San Rikau volcano, considered the "cradle of the moai," view more than 300 statues dotted along its slopes. At Rano Kau volcano, pass right through the crater to get to the ceremonial village of Orongo. Feeling adventurous? Try visiting a volcano on a horseback excursion.

CHECK-IN
The first LEED-certified lodge in South America, Explore's Pizana de Maipo is a 30-room retreat with ocean views and a low-impact modern design.

HIDDEN SECRETS
Nearly 800 underground networks and close to 23,000 feet of hidden caves were once used by tribes to hide from enemies and safeguard supplies. Today, you can visit spots like the Ana Kai Tangata cavern, which boasts sea views and ancient paintings. Other hidden wonders await snorkelers and divers: beneath the crystal-clear waters surrounding the island, you'll spy a wide variety of colorful native fish, plus underwater caves, at top spots like Anakena Beach and Las Acacias Reef (home to a submerged moai statue).



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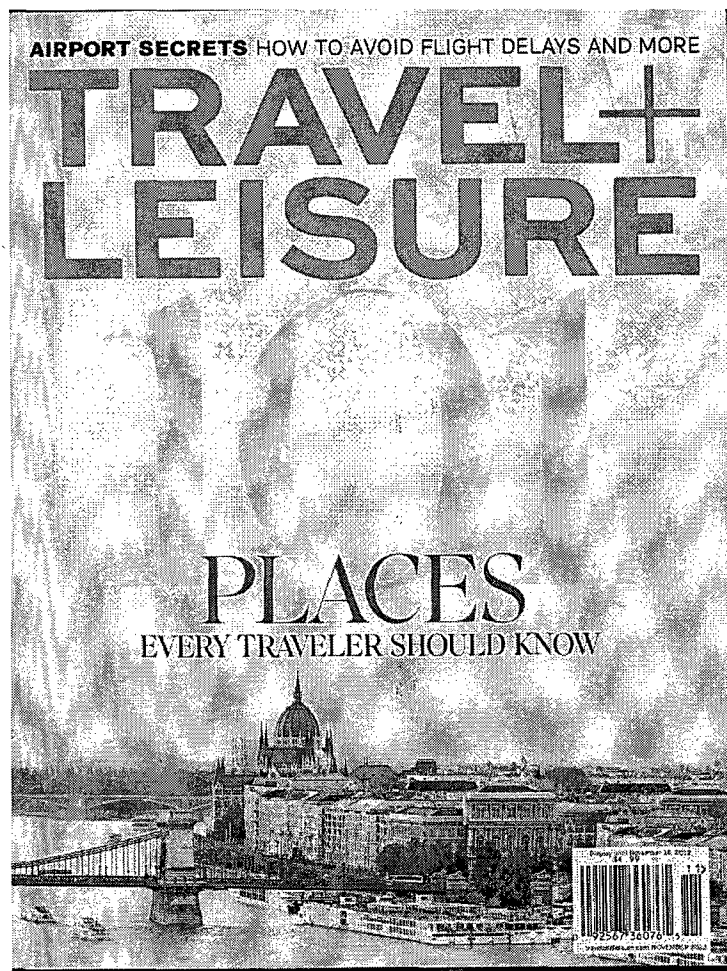
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WINE COUNTRY

Set between the Andes and Coastal Mountain Ranges, Chile's fertile Central Valley has been growing grapes since the colonial period. Today, world-class Carménère, Syrah, Pinot Noir, Sauvignon Blanc, and Chardonnay are produced here. Plan to visit a few wineries to sample the vintages and take time to enjoy biking, horseback riding, and other valley attractions. The Colchagua Valley, meaning "the place of small lakes," is home to the noted Colchagua Wine Route, which includes 17 wineries. Don't miss a ride on the charming Tren del Vino rail train.

SANTIAGO

HISTORIC HEART Santiago may be a thoroughly modern capital, but its heart is in its historic downtown. Start at the famous Plaza de Armas, surrounded by 16th- and 19th-century buildings. Then explore nearby sites like the 16th-century Church of San Francisco and the Museo de Bellas Artes.

CULTURE HUB Sit between the Mapocho River and Cerro San Cristóbal, picturesque Bañalate is Santiago's arts and nightlife hub. Visit Casa Museo La Chascona, the former home of poet Pablo Neruda; take in a show at the Teatro Rítmico; and dine in one of the myriad restaurants along Pío del Marista.

TOP WALK The compact Providencia neighborhood—full of bookstores, cafés, and boutiques—is a popular place to stroll. Start at Plaza Italia then take in the vibrant scene around Orrego Luco. Check out the sculpture collection in the Parque de las Esculturas and finally, enjoy the view from beautiful Parque Balmaceda.

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Beginning October 23, you'll receive Hot Deals newsletters on Tuesday and Thursday. Expect great vacation values, terrific getaway ideas, and the latest scoop from T+L, now twice a week!

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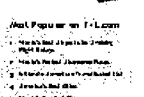
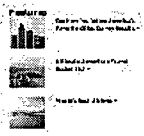
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First-time visitors tend to associate Buenos Aires with tango, steak, and wine—that reflects of local passions—but the Argentine capital's French buildings, Italian food, and Spanish nightlife also tell the story of a city with one foot in Latin America and the other in Europe. Beyond the 'Paris of South America' clichés, this is a city of sophisticated art, exceptional cuisine, and internationally acclaimed design. After a 2001 crisis battered the nation's economy and the value of its currency, B.A. became one of the world's few high-

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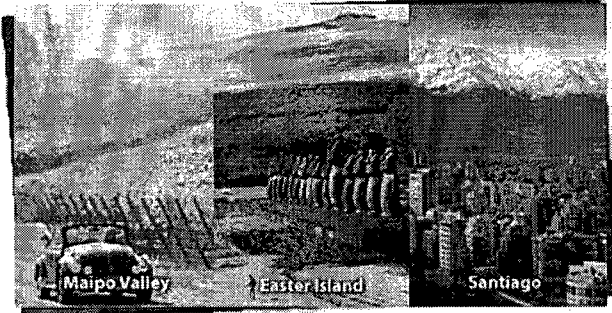


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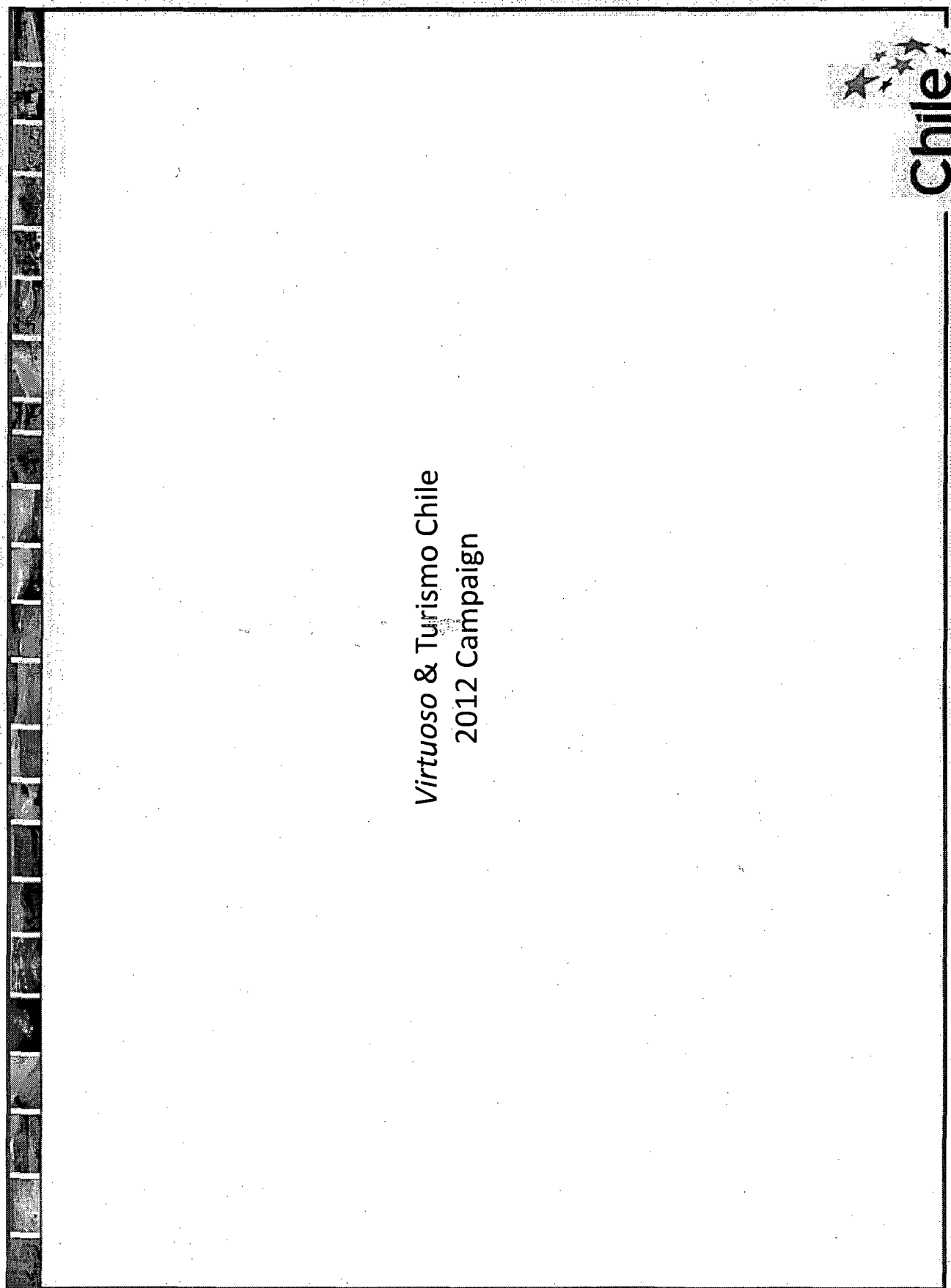
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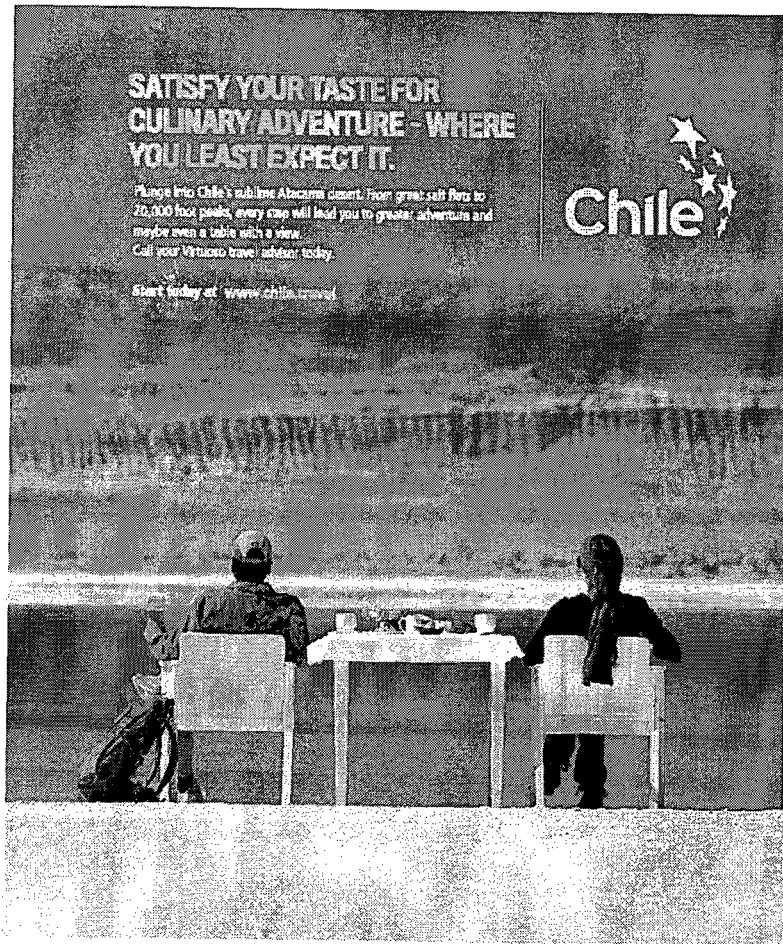
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		2,238,888	2,681,927	1,068	0.04%	9/4/2012	9/30/2012	119.79%
ROS Medium Rectangle (300x250) New York, California, Florida, DC, Texas, Georgia, Pennsylvania, Massachusetts, Illinois, Washington, Oregon, and Latin America	300x250	410,256	423,646	167	0.04%	9/4/2012	9/30/2012	103.26%
TL-ROS-300x250-(Geo)-09.04-09.30.12	300x250		423,646	167	0.04%	9/4/2012	9/30/2012	
Destinations - Latin America Ideas - Food + Drink ROS Medium Rectangle (300x250)	300x250	777,778	803,165	351	0.04%	9/4/2012	9/30/2012	103.26%
TL-(Destinations-Latin America Ideas - Food + Drink) / ROS-300x250-09.04-09.30.12-BNDL1	300x250		321,273	152	0.05%	9/4/2012	9/30/2012	
TL-Destinations-Latin America Ideas - Food + Drink / (ROS)-300x250-09.04-09.30.12-BNDL1	300x250		481,892	199	0.04%	9/4/2012	9/30/2012	
ROS Leaderboard (728x90) New York, California, Florida, DC, Texas, Georgia, Pennsylvania, Massachusetts, Illinois, Washington, Oregon, and Latin America	728x90	256,410	264,778	211	0.08%	9/4/2012	9/30/2012	103.26%
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The Hot Deals	728x90		264,065	155	0.06%	9/19/2012	9/25/2012	
ROS Text Link (142x70)	142x70	200,000	206,516	6	0.00%	9/4/2012	9/25/2012	103.26%
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Destinations - Latin America Ideas - Food + Drink ROS Leaderboard (728x90)	728x90	444,444	458,943	333	0.07%	9/4/2012	9/30/2012	103.26%
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Email Placement	Ad Size	Contracted	Impresions	Opens	Clicks	CTR(%)	Date	OSI
Newsletter - Hot Deals Text Link	Text Link	150,000	150,000	71,135	66	9.28%	9/12/2012	100.00%
The Hot Deals	Text Link		150,000	71,135	66	9.28%	9/12/2012	
Newsletter - Hot Deals Text Link	Text Link	150,000	150,000	56,007	35	6.25%	11/15/2012	100.00%
The Hot Deals	Text Link		150,000	56,007	35	6.25%	11/15/2012	

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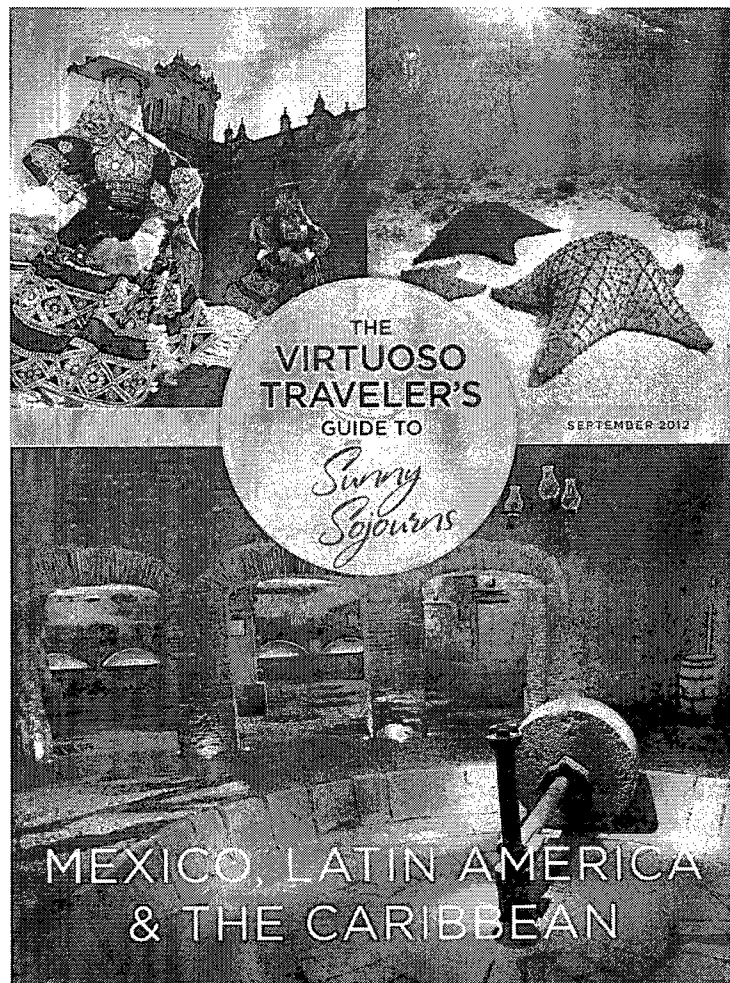






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MEDIA HIGHLIGHTS / SECURED PLACEMENTS

****See attached clip tracker noting all U.S. placements.**

Top U.S. highlights include: *Town & Country; Caribbean Travel + Life; Star Tribune; Recommend; Upscale magazine; Jetsetter.com; Destination Weddings & Honeymoons; Miami Herald; About.com; Travel + Leisure; USA TODAY; Elite Traveler; Jezebel; Washington Business Journal; TravelPulse.com; Vanity Fair; FoxNews.com; American Spa; Travel Agent Magazine; Boston Sunday Herald; St. Louis Post – Dispatch; and many more.*

PENDING PLACEMENTS

- Pending placements from press trips include: *Accent* magazine (fall 2012); *Sport Diver* magazine (April 2013); *AAA Journey* magazine (mid-2013); *Caribbean World* (TBD).

MEDIA RELATIONS

- Submitted three SVG award entries to HSMAI including: upgraded mobile app, *The New York Times* feature placement on Bequia, as well as Digital Detox.
- Followed up with producer for HGTV's "House Hunters International" after the trip to SVG that we coordinated from June 21-27. The Bequia segment aired on 10/2. Producer is sending us copies of episode. HGTV network is receivable in 99,522,000 US households and "House Hunters International" is watched by 1.4 million viewers.
- Continuing to follow up with Cindi Blair (of Cindi Blair Productions) post-March 2012 scouting trip. Cindi continuing to pitch some of her A-list clients for a potential SVG photo shoot. Cindi will keep us posted.
- Worked with Anne Kazel-Wilcox for her SVG underwater/diving story slated to run in *Private Journey Magazine*.
- Supplied SVG content and photos to editor Lorraine Fultz of *My Travel Insider*, a unique, fully-integrated travel website and mobile application, offering travelers a multi-lingual, "insider's" guide to destinations across the Caribbean. SVG will be included in a list of "must see" locations to visit.
- Hosted prominent freelancer and photographer Ted Alan Stedman from June 20 – July 1 so he could experience various SVG islands and dive operators. Ted stayed on: Young Island, St. Vincent (Buccament Bay Resort and Grenadine House), Bequia (Bequia Beach Hotel), and Canouan (Tamarind Beach Hotel & Yacht Club). He went on numerous dives with: Dive St. Vincent, Indigo Dive, Dive Bequia, and Canouan Dive Center. Ted's multiple-page spread ran in the October issue of *Global Traveler* magazine and was also included on the cover. His feature story (8-10 pages) for *Sport Diver* magazine is slated for the April 2013 issue. Other stories he pitched SVG include: *AAR Journey Magazine*, *Hemispheres*, *AAA Journey*, *Islands*, *Alaska Air*, etc.
- Supplied SVG content and photos to Luceria Messiah of WIADCA (West Indian American Day Carnival Association) for an upcoming spread on SVG.

- Supplied SVG content and photos to Jackie Caradonio for her upcoming *Destination Weddings & Honeymoons* "Where to Wed" guide. SVG will be featured as part of 12 destinations that are 2013's hottest locales at which to get married.
- Hosted Tonya & Ian Fitzpatrick of World Footprints radio from Sept. 23 – Oct. 1 on St. Vincent, Bequia, and Palm Island. They conducted a series of taped interviews and will be airing seven different shows all focused on SVG including interviews with Minister Cecil McKie, Doc Adams, and many more. Each World Footprints show is one hour (so that's 7 hours' worth of shows focused solely on SVG). Tonya & Ian are award-winning broadcasters, authors and sought-after travel experts for World Footprints (a division of Travel'n On Media Productions). World Footprints' listener base is millions through their various online syndicate networks.

PARTNERSHIPS / PROMOTIONS

- Secured coverage/ROI for **TheKnot.com** "**Honeymoon Sweepstakes**" in conjunction with Tamarind Beach Hotel & Yacht Club, which ran July 9th - August 10, 2012. ROI included exposure on TheKnot.com to 75 million unique visitors per month. Resort was also featured in TheKnot.com's newsletter, which is distributed to more than 2 million brides/online users.
- Coordinated Tamarind Beach Hotel & Yacht Club prize certificate for winner of **Boston Globe Travel Show** sweepstakes.
- Presented to SVGTA a partnership/promotion for a honeymoon giveaway with **Premiere Radio Networks** for one of their largest syndicated radio shows ("**The Delilah Show**"). SVGTA passed on opportunity.
- Worked with freelancer Donna Heiderstadt and editor Jenna Mahoney at **Bridal Guide** on a feature for the Jan/Feb 2013 issue (the **25th Anniversary issue**), called "**Caribbean Exclusive Reader Deals**." It will be a multi-page feature round-up with photos that has 10 exclusive offers just for readers. Palm Island and Tamarind Beach Hotel & Yacht Club will be featured. Readers will be directed to a Bridal Guide URL that contains codes for all the deals.
- Coordinated winner announcement/prize certificate for **WeddingChannel.com** promotion with Palm Island Resort. Winners will be traveling to Palm Island in Nov. 2012.
- Drafted advertorial copy for several media outlets including: *Martha Stewart Weddings*, and *SailFeed*. Agency also updated and edited the *Recommend* magazine guidebook to launch in electronic version in fall 2012 for travel agents.

CANADA PUBLIC RELATIONS ACTIVITY REPORT

MEDIA HIGHLIGHTS / SECURED PLACEMENTS

****See attached clip tracker noting all Canadian placements.**

Top Canadian highlights include: *Caribbean Bride Magazine*; *The Globe and Mail*; *WeddingBells* magazine; *Canadian Traveller*; and *Travelweek*.

PENDING PLACEMENTS

- Pending placements from press trips include: *The National Post* (November 2012), *Toronto Sun* and the *Toronto Star* (late 2012)

MEDIA RELATIONS

- SVGTA and Agency discussed idea of participating in CTO's Media Marketplace for October 2012. The SVGTA decided to opt out.
- Agency worked with Merle Rosenstein of *Canadian Traveller* to provide updates on SVG for inclusion in the August 2012 issue featuring the islands, top attractions and new developments.
- Agency followed up with President of International Air Rally (Catherine Tobenas) to obtain updates about the Governor General's Cup International Rally. Agency was informed by Catherine that there is an issue with 2013 plans. There will not be any airshows in the Caribbean before 2014 (the next one is in Martinique for 2014).
- Agency worked with Managing Editor Kathryn Folliott of *Travelweek* to provide updated SVG info for upcoming Caribbean supplement.
- Agency worked with Dave Cox to provide information on the SVG upgraded mobile app for inclusion in *Caribbean Bride's* travel blog.

PARTNERSHIPS / PROMOTIONS

- Compiled all ROI (including social media coverage) for *Dolce Vita's* "Spring Getaway Sweepstakes" in partnership with Palm Island. Giveaway was featured in the spring issue of *Dolce Vita* and online to coincide with on-sale dates of issue. *Dolce Vita* is a Canadian luxury lifestyle publication enjoyed by an audience of 290,000 per quarterly issue.
- Drafting advertorial copy for several media outlets including: *Globe + Mail* as well as *DIVER* magazine.

PUBLIC RELATIONS ACTIVITY FOR BOTH U.S. AND CANADA

MOBILE APP

- Agency drafted and distributed press release on upgraded SVG mobile. Sent release to all walks of media in both U.S. and Canada, including broadcast, print, and online media. The release touted all of the app's modifications including greater content on each of the inhabited islands, more in-depth information on land and sea operators; new photography, video, and maps that showcase the different SVG experiences; an interactive game; as well as links to SVG's social media platforms.
- Agency continuously monitors other travel apps and the app industry for latest developments. Agency reached out to the French agency (Indigo) as well as the Italian agency (Aigo) to obtain cost estimates for translation of the mobile app. G. Beache approved Indigo's cost estimate and they are in the process of translating. Aigo just submitted its cost estimate and Agency is awaiting approval from G. Beache.
- Agency also continues to monitor monthly analytics.

B-ROLL / VIDEO PRODUCTION

- SVGTA is planning to undertake a broadcast shoot (as well as a photography shoot) to develop a number of new marketing channels for the destination. These include a new destination video, B-roll, webisodes and a 30 second commercial. Agency drafted and submitted RFP for all projects. Agency researched various companies and compiled all bids for SVGTA. Bidding production companies included: M-Street Creative, RPM Media, and IKA Collective.

VINCY LIMING CAMPAIGN

- Reviewed Four bgb's Vincy Liming proposal and included additional tactics that could be executed in U.S. and Canadian markets to support the campaign. Campaign strategy would be to "own" liming in the Caribbean –a

brand campaign but can also be applied as a "stand out" element to our niches of sailing, diving, eco and weddings/honeymoons. It was decided by G. Beache to postpone the Liming campaign until 2013.

PACKAGES / PROMOTIONS

- Agency continuing to reach out to all SVG hotels, sailing and diving operators and other stakeholders to promote packages, awards/accolades, and new developments to the media.

SOCIAL MEDIA

- Agency continuing to send important U.S. and Canada news, updates, media placements, events and awards/accolades to Four bgb to highlight on SVG's Facebook and Twitter pages to keep online followers engaged.
- Agency sent a number of recommendations and ideas to Four bgb to enhance SVG's social media channels.

EDITORIAL CALENDAR

- Agency continued pitching editorial calendar for both short-lead and long-lead media opportunities to maximize SVG pitching and placements throughout the year.

MEDIA MONITORING / CLIENT REPORTING

- Monitored for all SVG coverage and sent to SVGTA in a timely manner.

DIGITAL DETOX

- Continued pitching Digital Detox campaign to media. A-list U.S. freelancer Elaine Glusac requested information for an upcoming story and also asked to be put in touch with the UK-based life coach for the Digital Detox program. Agency also working with ABC Nightline producer Katie Hinman for an upcoming Digital Detox segment whereby ABC crew would visit both Palm Island and Petit St. Vincent. Producer pushed back the segment to October 2012 (exact date TBD).
- Agency also working with Canadian freelancer Alyssa Schwartz of the *National Post* to create a Q4 Digital Detox individual press trip.

BUDGET PROPOSALS

- Agency drafted and submitted all 2013 budget proposals to the SVGTA for all U.S. and Canadian public relations and advertising programs.

ARGYLE INTERNATIONAL AIRPORT REPORT

- Agency followed up with all aviation and consumer media that G. Beache met with during the Q2 DC and NY media tour. Journalists we are still discussions with include:
 - Kristin Majcher, *Flight International* - story ran first week of July
 - Madhu Unnikrishnan, *Aviation Week Magazine*
 - Joel Fineman, *U.S. News & World Report* - story ran in July
 - Gay Nagle Myers, *Travel Weekly*
 - Rob Margetta, *Homeland Security*
 - Terecille Basa-Ong, *Bergen Record & Herald News*
 - Kathryn O'Shea-Evans, *Travel + Leisure*
 - Jaqueline Gifford, *Brides*
 - Brian Major, *Travel Alliance*
 - Andrew Burmon, *Huffington Post*

Agency participated in all Airport Marketing Team conference calls and distributed the minutes. Discussions were held on the following topics:

- Status of terminal building

- Airport marketing materials (website design, newsletters, updating of fact sheet, press release, iPad presentation)
 - Logistics for conference (i.e., registration, hotel bookings, incentive packages, relationships with supporting airlines, sales aids, etc.)
 - Inspection program for all tourism operators (hotels, taxis, buses, yachting companies, etc.)
 - Logistics of booth at the conference (giveaways, etc.)
 - Press trips
 - Development of central booking system (including technical and operational issues involved)
 - Airlines requirements and presentations
- Agency prepared all logistics, media appointments, and media materials for World Routes Abu Dhabi from September 28-October 1. Worked with Four bgb to set up one-on-one media appointments for G. Beache including:
 - Craig West and Mark Nicholls (*Airliner World / Airports of the World*)
 - Andreas Akerman (*anna.aero / The Route Shop*)
 - Alex Thomas (*Flightglobal, Airline Business Daily*)
 - Donald Easton (*Future Airport*)
 - Oliver Clarke (*Routes News*)
 - Anna Gouldman (*Breaking Travel News*) – unable to attend conference but emailed questions to G. Beach for upcoming article.
 - Agency obtained to-date photography for new airport from the IADC.
 - Agency research and compiled an SVG investment brochure as well as a 40-minute presentation for G. Beache that was delivered at World Routes.
 - Agency ordered all SVG-branded model airlines for airline representatives and coordinating shipping and logistics.
 - Agency distributed airport press release to all consumer and aviation media on October 2nd, following Routes conference.
 - To-date airport coverage for 2012 includes: *Travel Weekly*, *TravelPulse.com*, *Carib News*, *FlightGlobal* (two stories), *Routes News*, *Airport World*, *Cheap Flights' Travel Blog*, and *eTurbo News*. More to come.
 - Agency drafting all content for Q3 e-newsletter to be distributed in mid-October.
 - Next airport team conference call is tentatively scheduled for October 18th.

U.S. ADVERTISING ACTIVITY REPORT

ADVERTISEMENTS

The following publications/websites included SVG advertisements in Q3 2012:

- *Martha Stewart Weddings* Fall with a full page and full page advertorial, online run-of-site banners July-September, and a digital resource banner placement in July
- *Destination Weddings & Honeymoons* online leaderboard mega-banner in September
- *Dive Training* ½ page ad in September
- DiveGuide.com online listing starting in September
- *SAIL* ½ page ad in August and September, run-of-site banners July-September, Great Escape contest July-September including print and online promotion with three e-blasts per month, e-newsletter ads in July, August and September Under Sail issues, and SAILfeed blogsite co-sponsorship with banners and blog postings July-September

- *Caribbean Travel & Life* August/September issue with a full page ad and full page advertorial as well as a banner ad through July
- *Recommend* ½ page spread in July, run-of-site banners starting in July, July 19th, August 16th and September 6th e-blasts, e-newsletter feature stories in August and September, and e-newsletter quick link stories in August and September

In addition to the above creative placements, the Agency has been working on the fall placements, including:

- *Martha Stewart Weddings* Destination Weddings Issue full page advertorial featuring where to get married in SVG
- *Bridal Guide* full page ad in November/December
- *Destination Weddings & Honeymoons* full page ad in November/December
- *SAIL* banners in Under Sail newsletter (one per month) and SAILfeed blog posts
- *Islands* ½ page ad in November
- *Recommend* updates to the online education program for the renewal as well as e-blasts and online newsletter stories being developed for drops throughout the rest of the year

CANADA ADVERTISING ACTIVITY REPORT

ADVERTISEMENTS

The following publications included SVG advertisements in Q3 2012:

- *Wedding Bells* sweepstakes program, including a full page ad in both *Wedding Bells* and *Mariage Quebec* (on shelves in July), landing page and banner ad promotion, online advertorial and banner ads, starting July 15th
- *Diver* full page ad in August and September, and run-of-site banner ad July-September
- *Horizon Travel* September ½ page ad and advertorial with online banner ads and subway TV placements starting in September
- *Bold Magazine* full page ad in Fall issue with banner ad in September
- *Travel Week* full page August 30th and September 20th Caribbean supplement, online and e-newsletter banners starting in September, September 26th e-blast and banner ads in Inside Report and The Hub e-newsletters in September
- *Canadian Travel Press* full page ad and full page advertorial in September 3rd Caribbean Weddings issue, TravelBlast email in September, e-newsletter banners in September, banner ads starting in September
- *Canadian Traveller* full page ad in August consumer and September trade

In addition to the above creative placements, the Agency has been working on the fall placements, including:

- *Globe & Mail* creative development for October launch, including ½ page advertorial, 3 online advertorials and creative development
- *Travel Week* e-blasts being developed for drops throughout the rest of the year
- *Canadian Travel Press* e-blasts being developed for drops throughout the rest of the year

ST. VINCENT AND THE GRENADINES
SPRING O'BRIEN 2012 Q4 ACTIVITY REPORT



U.S. PUBLIC RELATIONS ACTIVITY REPORT

MEDIA HIGHLIGHTS / SECURED PLACEMENTS

****See clip report noting all U.S. placements.**

Top U.S. highlights include: *Private Journey* magazine, *Caribbean Travel + Life*, *Global Traveler*, *Recommend* magazine, *Atlantan Brides*, *Sport Diver*, *Travel Weekly*, *Fodors.com*, *World Footprints Travel Radio*, *Philadelphia Inquirer*, *Travel Agent Central*, *USATODAY.com*, *Jetsetters Blog*, *U.S. News & World Report*, *Conde Nast Traveler*, *W Magazine*, *National Geographic Traveler* (online version), *Outside* magazine, *Robb Report*, *NYTimes.com*, *The Huffington Post*, *Bridal Guide*, *Destination Weddings & Honeymoons*, *TheKnot.com*, *JAXFAX* magazine, *About.com*, *Miami Herald*, *Frommers.com*, *TravelChannel.com*, and more.

PENDING PLACEMENTS

- Pending placements include: *Accent* magazine, *Sport Diver*, *TIME OUT Explorer*, and *SmarterTravel.com*.

MEDIA RELATIONS

- Attended the CTO's Naniki Caribbean Jazz Safari reception on Nov. 15th in NY to celebrate and promote the upcoming series of events in four Caribbean islands, including SVG. J. Reisfeld gave a brief presentation and overview of the destination.
- Agency had lunch with Canouan Resort marketing manager Patrice Van Isacker while he was in NY on business. Patrice informed us that the resort is still being renovated and is not ready to promote to media yet. Will most likely be ready in spring 2013. He will keep us posted on all things relevant to the hotel for future media purposes.
- Worked with travel editor Johnene Granger of *Woman's World* magazine for a story on SVG's "hot spots" as well as a unique local recipe for the "Armchair Traveler" section. Agency worked with Buccament Bay Resort to obtain the signature "Pat Cash Grand Slam Cocktail" recipe.
- Submitted proposal to SVGTA for a promotion with *Woman's Day* magazine for a giveaway to be featured in the March 2013 issue and online. The magazine is doing a story on "Traveling on a Budget" and wants to offer a few giveaways to coincide with the editorial. They want to feature luxury resorts that have good packages as well as a range of resort levels. They are also willing to promote a special package exclusive to *Woman's Day* readers. SVGTA passed on opportunity.
- Followed up with producer and informed SVGTA that HGTV "House Hunters International" segment on Bequia ran on Oct. 1. Also followed up with Travel Channel producer to see when SVG segment will be airing. Producer doesn't have exact air date yet but it will definitely run in 2013. Agency monitoring for coverage.

- Hosted writer Jane Zarem in SVG from Nov. 25-29 for her annual update of the forthcoming edition of Fodor's Caribbean 2014 guidebook. Will include all new SVG developments and updates. Agency also scheduled a one-on-one meeting for Jane to meet with K. Haynes at the SVGTA.
- Worked with writer Elaine Glusac by providing her with SVG updates for her story on new developments in the Caribbean for *Private Clubs* magazine.
- Provided G. Beache info on Partner Pride Day in NY. Also provided info on Liberty Travel and GoGo.
- Pitched SVG to writer Anne Chertoff who was seeking honeymoon destinations for WeddingWire.com.
- Fact checked story content in *Destination Weddings & Honeymoons* for editors Erika Hueneke and Jackie Caradonio. Content includes mainland St. Vincent, Buccament Bay Resort, Mustique, and Palm Island.
- Sent full recap report for World Footprints Travel Radio after hosting Tonya & Ian Fitzpatrick from Sept. 23 – Oct. 1 on St. Vincent, Bequia, and Palm Island. They conducted a series of taped interviews and aired them across seven different shows during Q4. Tonya & Ian are award-winning broadcasters, authors and sought-after travel experts for World Footprints (a division of Travel'n On Media Productions). World Footprints' listener base is millions through their various online syndicate networks.
- Won HSMIA "Best Feature Story" placement in a consumer newspaper for Jeremy Peters' feature on Bequia.

CANADA PUBLIC RELATIONS ACTIVITY REPORT

MEDIA HIGHLIGHTS / SECURED PLACEMENTS

****See clip report noting all Canadian placements.**

Top Canadian highlights include: *GSA Travel Magazine, The National Post, NationalPost.com, GlobeTrottingMama.com, Canadian Travel Press*, and more.

PENDING PLACEMENTS

- Pending placements include: *Travelweek*.

MEDIA RELATIONS

- Drafted and distributed press release titled "St. Vincent and the Grenadines Teams Up with Total Vacations," focusing on new seven-night packages with two departures from Toronto. Participating hotel partners include: Bequia Beach Hotel, Tamarind Beach Hotel & Yacht Club, Bequia Beachfront Villas, Young Island Resort, and Buccament Bay Resort. Release was distributed to a wide range of Canadian media outlets on October 25.
- Submitted new SVG content to CTO for its secretary general who hosted a press briefing in Toronto on Oct. 25th regarding new developments within the Caribbean tourism industry.
- Agency followed up with President of International Air Rally (Catherine Tobenas) to obtain updates about the Governor General's Cup International Rally. Agency was informed by Catherine that there is an issue with 2013 plans. There will not be any airshows in the Caribbean before 2014 (the next one is in Martinique for 2014). SVGTA decided to hold off for now.
- Provided content/updates to *Travelweek's* Associate Editor Cindy Sosroutomo who is writing a spotlight on "Sun Destinations." SVG is advertising so agency provided copy to coincide. Sent updates, new developments and hotel, diving and sailing packages for travel agents.

- Hosted freelance writer Alyssa Schwartz from Oct. 31 – Nov. 8 on a Digital Detox press trip to Palm Island, PSV, Young Island and St. Vincent for upcoming story in *The National Post*. Agency following up on coverage, which will most likely run in Q1 of 2013.
- Agency began working with SVGTA and hotel partners to make plans for upcoming *enRoute* press trip (mid-January) for freelancer Alexandra Redgrave. Article will include PSV as well as mainland St. Vincent (Grenadine House). Story will compare big island to little island – both offering a unique travel experience.

PUBLIC RELATIONS ACTIVITY FOR BOTH U.S. AND CANADA

EVENTS

- C. Ross and G. Beache attended 2012 DEMA (Diving Equipment and Marketing Association) conference in Las Vegas from Nov. 13-17. Agency updated promotional dive flyers for both US and Canadian markets. Flyers featured updated packages from a number of SVG dive operators and hotels, including: Dive St. Vincent and Mariners Hotel; Bequia Dive Adventures and The Village Apartments as well as Sugarapple Inn; Dive Bequia and Bequia Beach Hotel; Grenadines Dive and Kings Landing Hotel; Mustique Watersports and Cotton House; Canouan Dive Center and Tamarind Beach Hotel & Yacht Club; and Indigo Dive & Watersports and Buccament Bay Resort.
- Agency followed up with Jerry Beaty, publisher and editor of *Dive Training* magazine to introduce G. Beache to some of the dive travel wholesalers, especially in the Northeast, who up until now haven't been sending their clients to SVG. Agency also suggested any equipment companies that may be interested in shooting their brochures and/or promotional campaigns down in SVG, or partnering with SVG in some way.
- Sent G. Beache update on the Water Festival for possible launch in September 2014 (exact date TBD). Agency working with Four bgb to conduct research and discuss with the dive community.

MOBILE APP

- Agency continued pitching and promoting press release on updated SVG mobile app.
- Agency continuing to work with the French and Italian agencies (Indigo and Aigo) to translate the app on each of the mobile platforms. Translations have been completed and now agency is working with the mobile app developer to finalize all text and coding.
- Agency continues to monitor monthly analytics.

B-ROLL / VIDEO PRODUCTION

- SVGTA planning to undertake a broadcast shoot in spring 2013 to develop a number of new marketing channels for the destination. These include a new destination video, B-roll, webisodes and a 30 second commercial.
- Agency submitted bids from various media/production companies. RPM Media came in first place. Agency created itinerary and worked with the SVGTA to plan reconnaissance trip for Roberto & Christina Mitrotti of RPM Media from Nov. 21 – Dec. 2.
- Agency continuing to work with RPM to flesh out the story concepts and overall direction of the shoot.

STILL PHOTOGRAPHY

- Agency began working with internationally acclaimed photographer Ferenc Mate for his upcoming SVG sailing trip. Ferenc is shooting land, aerial and sea shots for the Seven Seas Calendar (North America's #1 selling sailing calendar now in its 30th year) and for the forthcoming book *Seven Seas—A Guide to World Cruising*.

The Seven Seas Calendar has sold 15,000 copies annually for the last 30 years. Half of these go to high profile executives in one of the world's largest companies. Agency has been working with Ferenc, John West, the SVGTA and numerous hotel partners to plan a comprehensive sailing trip to be hosted from Jan. 7 – 26. SVGTA and all participating hotels will receive beautiful still photographs and will own the rights to re-purpose the images. Will also receive property photo credit in Ferenc's upcoming book and calendar.

- Agency spoke with Cindi Blair (of Cindi Blair Productions) to obtain cost estimates for still photography project.

PACKAGES / PROMOTIONS

- Agency continuing to reach out to all SVG hotels, sailing and diving operators and other stakeholders to promote packages, awards/accolades, and new developments to the media.

ADVERTORIALS

- Agency worked on all advertorials to coincide with all Q4 U.S. and Canadian advertising opportunities. Examples include: *Martha Stewart Weddings*, *Your Caribbean Guide*, *Globe & Mail*, as well as launching the new electronic SVG course and guidebook developed by *Recommend*.

SOCIAL MEDIA

- Agency continuing to send important U.S. and Canada news, updates, media placements, events and awards/accolades to Four bgb to highlight on SVG's Facebook and Twitter pages to keep online followers engaged.
- Agency sent a number of recommendations and ideas to Four bgb to enhance SVG's social media channels.

EDITORIAL CALENDAR

- Agency continued pitching editorial calendar for both short-lead and long-lead media opportunities to maximize SVG pitching and placements throughout the year.

MEDIA MONITORING / CLIENT REPORTING

- Monitored for all SVG coverage and sent to SVGTA and partners in a timely manner.
- Agency compiled thorough recap reports (per SVGTA's request) showcasing all to-date coverage and scope of work for both Buccament Bay Resort as well as the development of the new airport. Reports were sent to G. Beache on Nov. 2.

PRESS MATERIALS

- Updated SVG fact sheet.

PRESS TRIPS

- Agency continues to follow up with both US and Canadian media to obtain coverage from previous press trips, be it group or individual trips.

NEW WEBSITE

- Agency provided feedback on new SVGTA website design. Offered up constructive criticism and new ideas.

DIGITAL DETOX

- Agency keeps pitching Digital Detox campaign to media. Continuing to correspond with ABC Nightline producer Katie Hinman for an upcoming Digital Detox segment whereby ABC crew would visit both Palm Island and Petit St. Vincent. Producer keeps pushing segment back. Agency following up on late winter/early spring date.

ARGYLE INTERNATIONAL AIRPORT REPORT

- Agency prepared all logistics, media appointments, and media materials for World Routes Abu Dhabi from September 28-October 1. Worked with Four bgb to set up one-on-one media appointments for G. Beache including:
 - Craig West and Mark Nicholls (*Airliner World / Airports of the World*)
 - Andreas Akerman (*anna.aero / The Route Shop*)
 - Alex Thomas (*Flightglobal, Airline Business Daily*)
 - Donald Easton (*Future Airport*)
 - Oliver Clarke (*Routes News*)
- Agency drafted World Routes recap and to-date coverage report. Sent to SVGTA and airport marketing team in late October. Airport coverage for 2012 includes: *Travel Weekly*, *TravelPulse.com*, *Carib News*, *FlightGlobal* (two stories), *Routes News*, *AnnaAero*, *Airport World*, *Cheap Flights' Travel Blog*, *Airport Business Daily*, and *eTurbo News*. More to come.
- Agency participated in all Airport Marketing Team conference calls and distributed the minutes. Discussions were held on the following topics:
 - Status of terminal building
 - Airport marketing materials (website design, newsletters, updating of fact sheet, press release, iPad presentation)
 - Inspection program for all tourism operators (hotels, taxis, buses, yachting companies, etc.)
 - Press trips
 - Development of central booking system (including technical and operational issues involved)
 - Airlines requirements and presentations
- Agency continues to coordinate FAM trips for aviation media as well as airline CEOs and planners. While Mike Boyd's team is in contact with US airlines, Four bgb continues to liaise with European airlines. Agency has designed formal invitations to be sent out once dates have been finalized for CEO trip. Aviation media press trip has been postponed until most likely the fall timeframe.
- Agency obtained to-date photography for new airport from the IADC.
- Agency drafted all content for Q4 e-newsletter which was distributed in early November. Updated Excel database to increase number of e-newsletter recipients.
- Agency created 2013 timeline to outline next steps for airport marketing team.

U.S. ADVERTISING ACTIVITY REPORT

ADVERTISEMENTS

The following publications/websites included SVG advertisements in Q4 2012:

- *Martha Stewart Weddings*: Destination Wedding and Winter issues with a full page and full page advertorial in each, online run-of-site banners October-December, and a digital resource banner placement in December.
- *Bridal Guide* November/December full page ad as a free placement.
- *Destination Weddings & Honeymoons* November/December full page ad.
- *Dive Training* ½ page ads in October, November and December.
- *Dive Center Business* full page ad in November/December.
- DiveGuide.com online listing running October to December.
- *SAIL* full page ad in October and bonus in November, run-of-site banners October-December, e-newsletter ads in October and November Under Sail issues, and SAILfeed blogsite co-sponsorship with banners and blog postings October-December.
- *Islands* November issue with a ½ page ad.

- *Frommer's Travel Radio Show* on WOR in New York campaign with two :60 and two :10 commercials each week, and two Arthur Frommer Travel minute sponsored features, running October 22 to December 2 and online banner ads October-December.
- *Recommend* 1/2 page spread in October, run-of-site banners October-December, October 25, November 8th and December 6th e-blasts, e-newsletter feature stories in October 17th, November 6th and December 4th, and e-newsletter quick link stories in October 2nd, November 7th and December 4th.

In addition to the above creative placements that were developed, the agency has been working on winter placements, including:

- *Dive Center Business* full page ad in January/February.
- *Independence Program* full page ad for New York office in October.

CANADA ADVERTISING ACTIVITY REPORT

ADVERTISEMENTS

The following publications included SVG advertisements in Q4 2012:

- *Wedding Bells* sweepstakes program, including a landing page and banner ad promotion, online advertorial and banner ads, through October.
- *Canadian Yachting* 1/2 page spread ads in October and December travel issues.
- *Diver* full page ads in October/November and December, and run-of-site banner ad October-December.
- *Horizon Travel* online banner ads and subway TV placements through October.
- *Bold Magazine* full page ad in Fall and Winter issues with banner ad through October.
- *Globe and Mail* integrated campaign with 1/2 page ad and 1/2 page advertorial to kick it off in October 18th issue, 1/4 page ads in October 27th and November 3rd issues, online custom microsite with full content on all niches, photo gallery and special deals, and an online campaign October-December.
- *Travel Week* full page October 18th, full page ad and full page editorial in November 15th issue, online and e-newsletter banners October-November, October 10th, October 24th, November 7th and November 21st e-blasts, and banner ads in Inside Report and The Hub e-newsletters in October and November
- *Canadian Travel Press* full page ad and full page advertorial in December 3rd Forecasting issue, TravelBlast email in October and December, e-newsletter banners and banner ads October-December, and October 10th and December 5th e-blasts.

In addition to the above creative placements, the agency has been working on winter placements, including:

- *Horizon Travel* creative development for January full page ad.
- *Your Caribbean Guide* full page ad for Toronto office in December.